


MODERN PACKAGING



MARCH 1941

All America Package Competition • Award Issue

The sardine can that gave father fits

The Story of a Packaging Problem



FATHER'S fishing trips generally went smoothly until he tackled his lunch.

Then, while the coffee came to a boil, father'd turn his attention to the sardines. Always an optimist, he'd start twisting the opening key with bland assurance. And for a few turns all would be well.

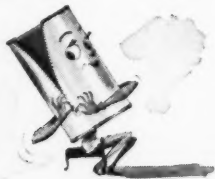
Then the key would get balky. Father would pause, take a firm grip on the key and a still firmer one on his temper. The key would still refuse to budge. So father usually resorted



to anything from a gaff to a camp axe to use as an opener for the sardine can.

Sometimes, father would win. Sometimes, the can would. In either case, the birds and the squirrels heard a lot of new words.

Today, hundreds of millions of key-opening cans, in which rest sardines, meat, coffee, vegetable compounds, and what-not, are as easy to open as if they had zippers.



This is a change. And what brought it about? A man whose calling in life was dentistry . . . American Can Company . . . and the thickness of three human hairs!

This dentist, when he wasn't pulling teeth, was an inventor. The patent

on one invention (#1298683) described it as "an improved tearing strip for key-opening cans."



When we at American Can Company looked into this patent, we found that this dentist had almost hit it. For in most cases his improved strip tore evenly and cleanly, wound up into a neat little roll on the key as you turned it.

Still—this improvement would go haywire quite often . . . annoyed us. So we went to work.

We found we could improve even the "improved" tearing strip by controlling the depth of the scoring.* So this story gets into our laboratories . . . gets way in . . . under a microscope.



For the "depth" we're now talking about is microscopic. Nobody had ever measured the depth of such tiny scoring lines before. There were no instruments to do it. There was no method.

So we invented one—a costly, complicated mechanism. It cost thousands of dollars. And all it does is



simply measure and control six thou-

*Scoring. Can manufacturers' term for the tiny parallel scratches at the edge of a can which are cut by knife edges into the tin plate.

sandths of an inch . . . the depth of a scoring line, which is about the thickness of three human hairs!

The result has been worth many times what it cost in money, time, and brains. For today we make hundreds of millions of key-opening cans a year—and believe it or not—not one goes haywire!

This taming of the key-opener typifies the inordinate pains to which



American Can Company will go in ironing out the details of any packaging problem.

CARCO

What American Can Puts Against Packaging Problems

- 5 laboratories employing 134 people college trained in the pure, natural, and engineering sciences.
- 13 points from which customers' machinery is serviced . . . 6 points at which customers' machinery is built.
- 67 plants located strategically in the U. S., Canada, and Hawaii.
- A factory-trained sales staff who are specialists in many different types of industry.
- An executive personnel backed by a financial strength that is in itself a tangible business asset.

AMERICAN
CAN COMPANY

230 Park Avenue • New York, N. Y.

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First Class Permit No. 2656 (Sec. 510, P. L. & R.), New York, N. Y.

MODERN PACKAGING

122 East 42nd Street

NEW YORK, N. Y.





PHOENIX C T CAP: Many a troublesome little packaging cloud was deftly whisked away when the C T Cap was originated and pioneered by Phoenix Metal Cap Co. back in 1922. The development of this standard continuous thread closure ushered in a new era of packaging utility, convenience, protection and attractiveness. And today, more jars and bottles are sealed with this style of cap than all other closures combined.

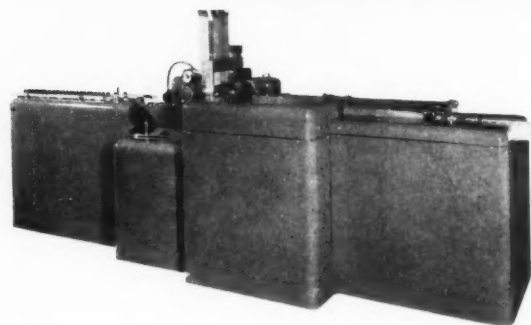
PHOENIX METAL CAP CO.

CHICAGO

BROOKLYN

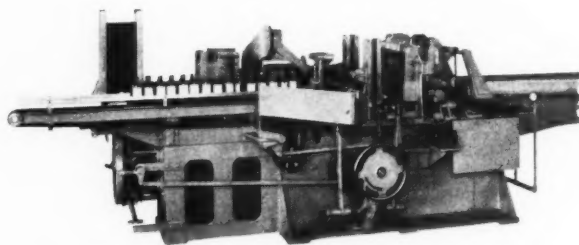
3 TOP Awards

1
FOR CARTONING



Two sizes—the 1 oz. and 4 oz. prize winning, new style Vitalis bottles—are cartoned on this *adjustable* Redington Continuous Loading Cartoning Machine at high speed. The bottles are taken directly from the discharge of labeling machine. Bottles stand upright on intake conveyor belt at left. Machine lays bottles down flat in pockets of intake conveyor—tuck end cartons are fed from magazine and expanded, bottles are *gently eased* into cartons by the *continuous loading method* and cartons are closed. This machine has many *hidden* engineering improvements, among them: one piece cast iron base, turned and ground shafting, self-aligning roller bearings, Twin Disc Clutch, variable speed drive, and skip carton mechanism.

2
SPECIAL WRAPPING



An unusual and outstanding Redington development—*seven* different items are handled on this *one* machine to make up the *complete package*. First, bottles are taken in on intake belt, standing upright, directly from labeling machine; next, they're turned over on their sides; then corrugated protectors and circulars are fed from separate magazines, circulars folded, and circular and protector wrapped around bottle. Next, wrapper is fed from magazine and placed around this assembly and the long seam glued. Then two round corrugated protectors are fed from their magazines and placed, one at the top and one at the bottom of the package. Next, the two paper end seals are fed from magazines and glued, one at the top and the other at the bottom, to complete the package. *All* sizes of Listerine are handled on Redington Machines—14 oz., 7 oz., 3 oz., and 1 1/4 oz. bottles.

★ ★ ★ **REDINGTON**

...IN 3 MAJOR GROUPS

HIGHLIGHT A RECORD OF MACHINERY
"FIRSTS" THAT BEGAN BACK IN 1897

There were no All-America packaging awards forty-four years ago when Redington machine No. One was invented . . . this country was still in the "Cracker Barrel" stage. In the four decades since, the Packaging Industry has done a magnificent job in helping make possible "The American Way of Life," envy of all the world. In the front rank are the makers of such products as Vitalis, Listerine, and Bayer's Aspirin, three outstanding packages.

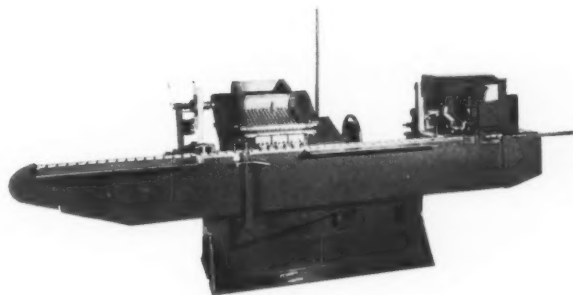
Redington Packaging Machinery has played its part in "The American Way" . . . for, without machines to cut costs to fractions of a cent, the attractive, convenient and well-protected packages of today would not be possible. American Industry looks to Redington, not

only for the finest cartoning machines. . . but also units for wrapping and Cellophane wrapping, filling and special handling. These 3 All-America awards are new evidence of the versatility, ingenuity and soundness of Redington engineering.

Among the many "firsts" pioneered by Redington are: the first machine to automatically wrap chewing gum. . . the first cartoning unit with mechanism for folding circulars automatically . . . the first wrapping-and-cartoning machine . . . the first combination cartoning-and-Cellophane wrapping machine. That impressive record has caused many executives to say, "If It's Packaging—Try Redington First." Redington engineers are anxious to work on your problems . . . now.

F. B. REDINGTON CO. (Est. 1897) 110-112 So. Sangamon St., Chicago, Ill.

TABLET FILLING

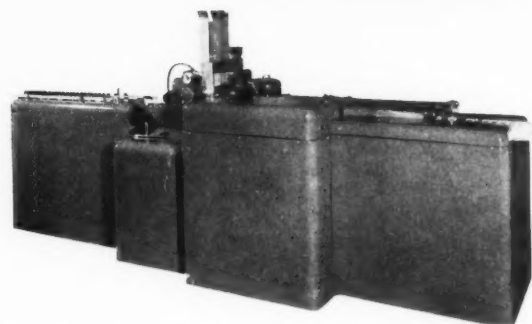


Another example of Redington engineering ability—these prize winning Morrison tins are delivered to this machine in a chute. Machine feeds tins from a chute and places them in pockets of conveyor; cover is then opened by machine. The blue paper liner is cut from roll and placed in bottom of tin. Next, 12 Bayer Aspirin Tablets are fed from hopper and properly arranged in tin. Then the "gargle slip" is fed from magazine and placed in tin on top of the tablets. A circular is fed from magazine, given five folds and placed on top of "gargle slip." Machine then closes the cover. These high speed tablet filling machines are used for packaging many other well-known tablets, including Anacin, Bi-so-dol, St. Joseph's Aspirin, Phillips' Milk of Magnesia tablets.

PACKAGING MACHINES

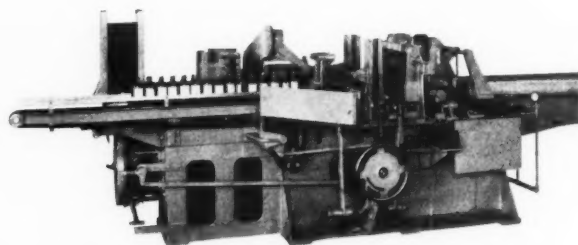
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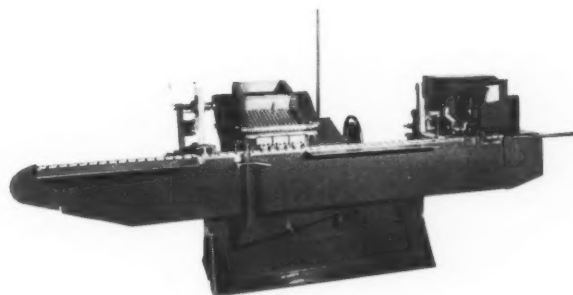
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PACKAGING MACHINES

GET THIS PICTURE
before you buy caps for 1941



HYTOP

**A VACUUM SEAL AND
 COVER CAP COMBINED**

CUTS CAP COSTS... ONLY 1 CAP TO BUY... ONLY 1 CAP TO PUT ON... ONLY 1 CAP TO STOCK
 ROLLED-ON FIT... NEAT LOOKING... NO TRICK TO OPEN... A PERFECT RECLOSURE

If you're looking at costs, look at HYTOP Ketchup Seals. They've been used successfully for several seasons by leading ketchup and chili sauce packers.

Now the Hytop is offered to everyone as a proven seal with these advantages: Does two jobs—vacuum-seals the bottle and covers the top. Only 1 low-priced cap to buy, stock, and put on. Applied automatically by the Alseco Rolled-On method, assuring a perfect fit and secure seal. A screw-thread seal that everyone knows how to open. A perfect reclosure, not just a loose lid.

Attractive—looks like the usual cover cap that consumers know.

Get complete details, samples and prices now. Write Aluminum Seal Company, 1345 Third Avenue, New Kensington, Pennsylvania.

DEFENSE COMES FIRST

The urgent requirements of National Defense have somewhat limited the amount of Aluminum available to us for new business. However, Aluminum production capacity is being rapidly expanded. When the emergency is past, there will be more Aluminum available for seals than ever before.



ALSECO HYTOP
SEALS FOR KETCHUP AND CHILI SAUCE

ALUMINUM SEAL COMPANY, NEW KENSINGTON, PENNSYLVANIA

Modern Packaging

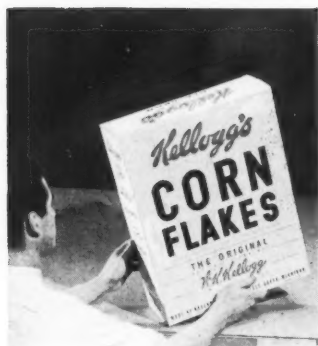
CHARLES A. BRESKIN, *Publisher*

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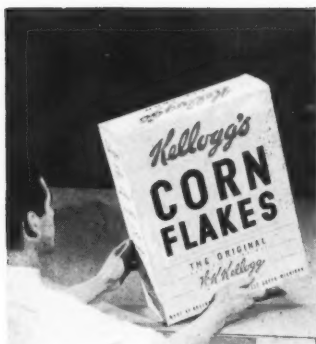
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ALL-AMERICA PACKAGING COMPANY



res Again in
AG COMPETITION!

★ TOP AWARD *Transparent Wrap Division*

MATCHLESS PRODUCE CO., LTD. • Carrots — the first of many vegetables now being kept garden-fresh in Pliofilm!

★ TOP AWARD *Family Group*

CRESCA CO., INC. • Liquid foods — The unique, waterproof properties of Pliofilm protect pickled delicacies in a liquid-proof package!

★ HONORABLE MENTION *Transparent Wrap Division*

RENART SPORTSWEAR • Merchandise — Eye and value appeal of sweaters and other merchandise now enhanced in durable Pliofilm containers good for continued use after purchase!

★ HONORABLE MENTION *Transparent Wrap Division*

WISCONSIN CHEESE PRODUCERS COOPERATIVE • Natural cheese — never before successfully packaged in a transparent wrap — now accomplished with Pliofilm!

*Plio*film — T.M. The Goodyear Tire & Rubber Company

One More Proof that

THINGS ARE BETTER
PACKAGED IN

MADE

ONLY BY

GOOD YEAR

LUSTEROID

**MAKES ONE OF OUTSTANDING
PACKAGES IN ALL-AMERICA**



THE Disston File package is a fine example of the creative packaging possibilities of Lusteroid transparent rigid cellulose tubes. It takes the Swiss pattern files out of their traditional wooden box and puts them into a functional transparent tube. The mechanic can tell at a glance which file he wants and remove it without delay.

The excellent labelling possibilities of Lusteroid packages are demonstrated in the three color Disston label *made integrally with the package*. And the deep threads on the neck indicate how adaptable are Lusteroid containers to various types of closures. The extremely light weight

and great strength of Lusteroid are well displayed in this tube. Thin as it is, it holds and protects 11 steel files. It gives, but does not break—may be dropped any number of times without injury to itself or its contents.

The corrugated plastic insert for holding the files separately is manufactured by the Sillocks-Miller Company.

Lusteroid has found wide use in the drug and cosmetic industries, packages such diverse products as petroleum and files with equal success. A note or phone call will bring an answer to your packaging problem.

LUSTEROID CONTAINER CO. INC.

FORMERLY LUSTEROID DIVISION OF THE SILLOCKS-MILLER COMPANY

PARKER AVENUE WEST

SOUTH ORANGE, N. J.

BAS-RELIEF

— 276-AP —

This distinctive box paper is only one of an attractive group, displayed in Hampden's new Bas-Relief Sample Book No. 107. If you haven't a copy, send for one and also ask for working sheets in any color you desire. You will find in the line a color for every occasion, so write to-day for these samples.

Hampden

GLAZED PAPER AND CARD COMPANY

Holyoke, Massachusetts

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Chicago, Ill. — 500 So. Peoria St.

Philadelphia, Pa. — 414 Bourse B'ld'g.

New York, N. Y. — 60 East 42nd St.

San Francisco, Calif. — 420 Market St.

Toronto, Canada — 137 Wellington St. West

Fred'k. Johnson & Co., Limited — 234, Upper Thames Street — London, E. C. 4, England

Seattle, Wash. — 1203 Western Ave.

Dallas, Texas — 3905 Amherst Ave.

HOOVER ENSEMBLE PACKAGE

The Winner!

MADE ON
MORRISON STITCHERS



MORRISON STITCHERS USED EXCLUSIVELY BY THE HOOVER COMPANY FOR 25 YEARS

The Hoover Ensemble, major award winner in the 1940 All-America Package Competition, is made on Morrison Stitching Machines which are also used to stitch the Kit holder in this prize-worthy package.

"Morrison Stitchers have been used exclusively by our company for 25 years and have given satisfactory performance," states Mr. Atlee M. Wise, Supervisor of Inspection, The Hoover Company, North Canton, Ohio.

A total of 23 Morrison Stitching Machines of various types perform all stitching operations required by The Hoover Company. The original 7 machines purchased are still in use after 25 years! Hoover has also purchased 4 of the new Type SL Morrisons.

SEYBOLD DIVISION, Harris • Seybold • Potter Company
843 WASHINGTON STREET • • • • DAYTON, OHIO

E. P. LAWSON COMPANY, INC.:
New York City..... 426 W. 33rd St.

CHAS. N. STEVENS COMPANY, INC.:
Chicago..... 112 W. Harrison St.

CHAS. A. STRELINGER COMPANY:
Detroit..... 149 E. Larned St.

HARRY W. BRINTNALL COMPANY:
San Francisco, Los Angeles, Seattle

CENTRAL SALES DIVISION:
Dayton..... 843 Washington St.

HARRIS-SEYBOLD-POTTER COMPANY:
Atlanta..... 120 Spring St., N. W.

See the latest types of Morrison Stitching Machines in BOOTH No. 4
at the Packaging Exposition, April 1-4, Chicago, Illinois.

MORRISON

Wire Stitching
MACHINES



You're wise to the role national and local advertising plays in putting your product across, but don't forget buying is still done by impulse. People still buy because a package demands their attention — sells so convincingly that it can't be passed up.

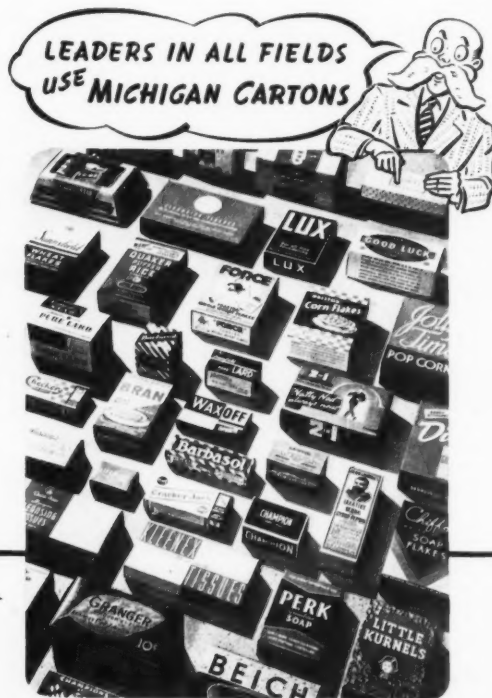
Whether or not your sales program is augmented by national advertising it pays to be particular about your cartons. Often they're your only salesman at the vital point-of-purchase.

There are plenty of reasons why so many manufacturers are enthusiastic about Michigan Cartons. Tailored by a complete packaging staff of experienced designers and trained personnel, Michigan Cartons are constantly plugging for increased sales and greater product acceptance. They're thoroughly tested for strength, uniformity, packaging accuracy — for eye-appeal and buy-appeal. That's why Michigan Cartons will work so successfully for you. They're custom built for your product.

BOXBOARD ★ FOLDING CARTONS ★ JUMBO AND DISPLAY CARTONS

MICHIGAN CARTON CO.

BATTLE CREEK, MICHIGAN



KIMBLE CONTAINERS

For Assurance

IN PACKAGING...



PATENT LIP GLASS VIAL

For A NEW VERSION OF YOUR OLD PACKAGE
A RAPID ACCEPTANCE OF YOUR NEW PRODUCT

Consult
Kimble



✓ PERMANENT TRANSPARENCY
✓ CONVENIENT TO CARRY

✓ LIGHT IN WEIGHT
✓ FULLY ANNEALED

• • • The Visible Guarantee of Invisible Quality • • •

KIMBLE GLASS COMPANY VINELAND, N. J.

NEW YORK • PHILADELPHIA • DETROIT • CHICAGO

© 1941 KIMBLE GLASS CO.

BOSTON • INDIANAPOLIS

A Tip to manufacturers

Out for All-America Sales Records

Hats off to the American Wine Company and their distinguished art director, Professor Lucian Bernhard, for the outstanding job of design and merchandising that has won them a Top Award in the All-America Packaging Competition! And a tip to all others interested in doing a *complete* packaging job that will win more sales!

From label to carton, Professor Bernhard and the American Wine Company have produced a striking and dignified package. Nothing is slighted. Every unit is in harmony. And every unit plays a part in the selling job...

particularly the handsome, sturdy, three-color cartons reinforced with corrugated fibreboard which were manufactured by the Gaylord Container Corporation and printed on Gaylord's precision color presses!

If you, too, have a carton design that demands sturdy construction and quality printing, why not entrust it to Gaylord's expert craftsmen? Or, if you want experienced advice on the creation of a new sales-winning design, why not enlist Gaylord's practical, ingenious designers? Phone or wire the nearest Gaylord office today!



GAYLORD CONTAINER CORPORATION

General Offices: SAINT LOUIS

Chicago • New York • Milwaukee • Minneapolis • Des Moines • Indianapolis • Columbus • Detroit
Kansas City • Oklahoma City • Memphis • Atlanta • New Orleans • Dallas • Fort Worth • Houston
San Antonio • Jersey City • San Francisco • Seattle • Los Angeles • Jacksonville • Tampa • Cincinnati
Portland • Greenville • Bogalusa • Weslaco • Greensboro



Also Gaylord Corrugated and Solid
Fibre Boxes... Grocery Bags and
Sacks... Kraft and Specialties



This symbol indicates what shoppers think of "Cellophane" cellulose film. These consumers (*your customers*) follow this guide because it helps them get their money's worth. During 1941 the symbol will appear in 59 MILLION full-color advertisements. It will benefit every product packaged in "Cellophane."

90.8% of American Women say:
"WE PREFER TRANSPARENT WRAPPING!"
 (according to a recent survey)



"CELLOPHANE" IS A TRADE-MARK OF E. I. DU PONT DE NEMOURS & CO. (INC.), WILMINGTON, DELAWARE

For the 4th Time a BAGPAK

4th
ALL-AMERICA
AWARD

BAGPAK



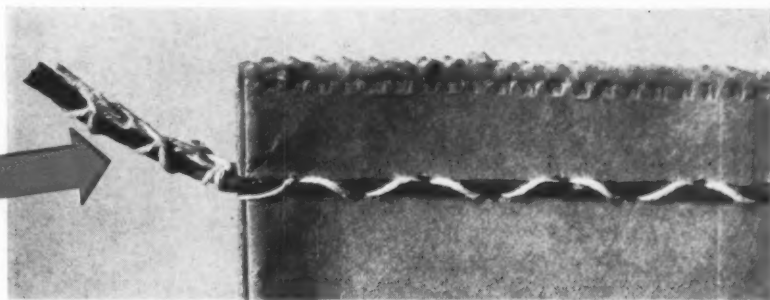
Paper Bag Wins ALL-AMERICA Honors

We modestly assert that this does not "just happen." Years of research lie behind it. Special quality paper and special construction, coupled with the outstanding development in this field—the Siftproof Cushion Stitch Closure—are the reasons why year after year, Bagpak heavy duty multiwall paper bags have consistently won these high honors, and why they are carrying the products of hundreds of progressive and successful companies.

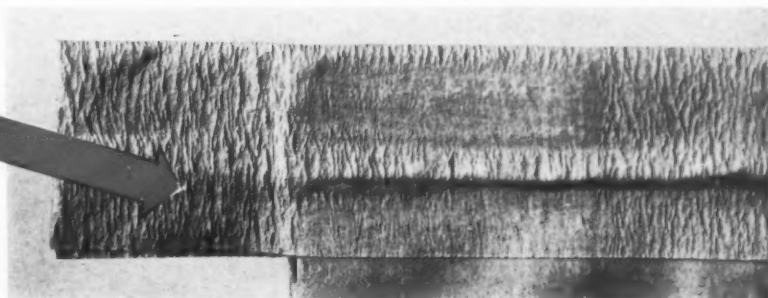
Aside from their low cost, these bags offer the further advantage of being absolutely siftproof and keep the contents in a clean, sanitary condition, free from odors, dirt, infestation and other impurities. They also provide maximum protection against moisture-vapor penetration. Further, their low tare weight effects a considerable saving in freight bills.

Our Engineering Division will, without obligation, be glad to discuss these modern bulk shipping containers with you at your convenience.

THIS IS WHY! This is the famous Bagpak Siftproof Cushion Stitch Closure. The sewing unit lays a thick compressible cord across the end of the bag and stitches around, without going through it, a snake or cross-stitch of sewing thread. This cord forms a cushion or shock-absorber that takes up the strain occasioned by handling or dropping the bag, and prevents the stitching from pulling through the bag walls. Kraft selvage tape is then applied over the stitching thus sealing the needle holes. The Closure is, in fact, the strongest part of the bag.



▲ Cushion Stitch before application of selvage tape.



▲ Finished Cushion Stitch closure showing selvage tape applied over the stitching.

One Man Package
Easy to Handle



TRADE MARK
REG. U. S. PAT. OFF.

BAGPAK INC

220 East 42nd Street

New York City

To the George & Sherrard Paper Company, our affiliate, whose 100 pound heavy duty bag won honorable mention—Congratulations!

A FIRESIDE CHAT ABOUT *Your Family Circle*

Appealing character, a magnetic personality—these qualities are bred into the family circle. And these qualities are built into SEFTON CONTAINERS. . . . families of them are winning customers, influencing sales for leading manufacturers of automotive, food, drug, cosmetic and many other products.

SEFTON creative talents, designing skill, individual engineering service and special machinery will produce for you packages with eye-appeal, buy-appeal whether for a family group or a single hard-to-package item. Write TODAY for complete information.



Packages reproduced by courtesy of
Hulman & Co., Terre Haute, Ind.—National Package Drugs Inc., St. Louis, Mo.
—Allis-Chalmers, Milwaukee — Lander Company, 5th Avenue, New York.

SEFTON FIBRE CAN COMPANY

Plants—St. Louis, Missouri • New Iberia, Louisiana

DISTRICT OFFICES:

New Orleans	Boston	Los Angeles	Detroit	San Francisco	Denver	Tampa	Chicago	Des Moines
Oklahoma City	Pittsburgh	Memphis	Kansas City	St. Paul	Omaha	New York	Cincinnati	Cleveland
			Nashville	Dallas	Houston	Salt Lake City		Seattle

PLENTY SMOOTH



Champion Kromekote

The bright, shimmering surface of Kromekote Box Paper adds new life and charm to the packages it covers. This exclusive, patented Champion product combines extremely high finish with remarkably fine printing qualities. It is made in white, ivory, canary, yellow, orange, primrose, light pink, light red, dark blue, dark green, pink, light blue, light green, and turquoise blue. Here is a covering worthy of the most beautiful boxes for fine products which require fine settings. Use Kromekote Box Paper for brilliant effects that catch the eye and make sales.

The same surface is available in Kromekote Label, white and nine colors, 20 x 26, 30; Kromekote Litho, white only, 25 x 38, 28 x 44, 50 and 60 lb.; Kromekote Postcard, white only, 22½ x 28½, .012; Kromekote Cover, white only, 20 x 26, 23 x 35, .010.



THE CHAMPION PAPER & FIBRE CO., Hamilton, Ohio

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

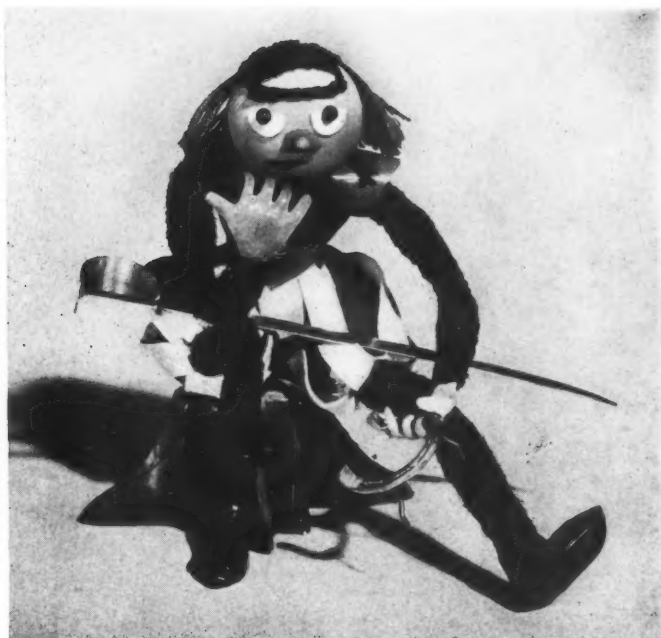
Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Cardboards, Bonds
Envelope and Tablet Writing . . . Over 1,500,000 Pounds a Day

DISTRICT SALES OFFICES

NEW YORK • CHICAGO • PHILADELPHIA • CLEVELAND • BOSTON • ST. LOUIS • CINCINNATI • ATLANTA



*For want
of a
NAIL!*



A missing horse-shoe nail once lost a battle. Lack of the right adhesive has likewise spelled defeat for many an otherwise perfect package.

Whether it's labeling, wrapping or sealing, the adhesive plays an all-important part...not only in the appearance of the package, but also in the way it withstands handling and adverse climatic conditions.

Exacting manufacturers, who realize the importance of a *margin of safety* in adhesives, are more and more standardizing on MIKAH Adhesives by NATIONAL. Our Service Department will gladly make specific recommendations to meet your individual requirements.

NATIONAL ADHESIVES

DIVISION OF
NATIONAL STARCH PRODUCTS INC.

820 GREENWICH ST., NEW YORK—CHICAGO—PHILADELPHIA—BOSTON—SAN FRANCISCO—and All Principal Cities

BUZZ-Z-Z-Z for your



Secretary

...learn how you can get finer folding cartons for your dollars

Coated Lithwite

Gardner-Richardson's revolutionary new carton board makes this possible

Now, for the first time, many carton users can step up the appearance of their cartons without stepping up the cost . . . or make substantial savings by taking advantage of this remarkable development in coated boxboard.



COATED LITHWITE is different from any other board. It is made and coated on one machine, in one continuous operation—and at a speed heretofore unknown. Because of this, Coated Lithwite costs no more than the famous uncoated Lithwite. And because of the unique coating process, Coated Lithwite's smooth, velvety surface is remarkably receptive to inks—giving your cartons extra brilliance,

extra appeal on the shelf. You'll be glad to know, too, that Coated Lithwite takes a sure, tight seal in high-speed automatic filling and sealing machines.

Certainly, this finer, more economical Coated Lithwite merits your attention—and that's why you will want to buzz for your secretary to take a letter, asking us to place samples on your desk—or make up dummy cartons for your inspection.



Make this convincing "SIDE-BY-SIDE" TEST

Send us a set of your original carton engravings. We'll prove them on Coated Lithwite . . . so you can make a side-by-side comparison with the cartons you are now using. Notice Coated Lithwite's soft, velvety feel. Notice how it holds the brilliance of inks. Notice, too, the look of quality that gives Coated Lithwite folding cartons greater eye-appeal—greater power to move merchandise. Arrange to make this "Side-By-Side" test now!



The GARDNER-RICHARDSON Co.

Manufacturers of Folding Cartons and Boxboard
MIDDLETOWN, OHIO

You'll like everything about this family of ROUND CORNERED SQUARES

As a really practical container for your pills, tablets or capsules, we'd like to suggest these Anchor Hocking Wide-Mouth, Round Cornered Squares. You'll find them just about the most sensible type of container yet designed for this form of drug product. They are easy, economical and speedy to handle on your production line...simple to pack, label and cap...occupy a minimum of space on the druggist's shelf or in the medicine cabinet...permit easy access to contents.

AVAILABLE IN A FULL RANGE OF SIZES. Anchor Hocking Round Cornered Squares are available in thirteen sizes from 2 oz. to 32 oz. capacity, in either crystal or amber. By packing your whole "family" of pills, tablets and capsules in these containers you give each one a family resemblance and recognition value that

builds confidence in your entire line. **WITH ANCHOR IMPROVED C. T. CAPS FOR APPEARANCE AND PROTECTION** As a dependable, airtight closure for these containers we recommend Anchor Improved C. T. Caps. You'll like their distinctive appearance, the way they dress up your package, the ease and speed with which they spin on

and off without friction or resistance. You'll like the efficient protection they give your products—until the last pill, tablet or capsule is gone. And you'll really appreciate the economy of these popular Anchor closures. All these advantages are the result of superior mechanical features we'd like to explain in detail.

ALL THESE ANCHOR HOCKING SERVICES ARE AT YOUR DISPOSAL without cost or obligation...



A Research Department, completely equipped, including both chemical and biological laboratories, to help in the preparation, production and proper protection of your products.



An Engineering Staff to cooperate with you in developing better and more economical production methods and routines.



A Package Design Service and Art Department to assist you in designing new packages or modernizing old ones. This department also develops designs for lithographed or decorated closures.



A Sales Organization of Container and Closure Engineers, covering every principal city in the United States and Canada, and fully trained to give you quick service and correct recommendations on containers, closures, liners and sealing equipment.



A Line of Containers and Closures for practically every conceivable purpose—assuring you of a container and closure best suited to your needs—without prejudice or bias in favor of any style.



ANCHOR HOCKING

GLASS CAPS

ANCHOR HOCKING GLASS CORPORATION • LANCASTER, OHIO



AN INVITATION...

Sufficient samples of Anchor Hocking Round Cornered Squares and Anchor Improved C. T. Caps with suitable liners, will be gladly furnished without cost or obligation, for any tests or comparisons you may care to make.

THE AMERICAN WAY *is*



to wrap in . . .

Sylvania ^{*}*Cellophane*

SINCE 1929

To wrap in Sylvania cellophane is synonymous with the "American Way of Life." This sparkling transparent material brings to all Americans the bounty of their country—and brings it cleaner, brings it more attractively. Whether it be an old Colonial recipe or some new product of modern science, the fact that it is protected by Sylvania cellophane helps more people to see it, to buy it. The goods in it are fresher, more desirable to look at. Truly, Americans enjoy a higher standard of living because of Sylvania cellophane!

Sylphseal* bands are used to securely close the covers of the pottery packages of the Cresca line of fine foods, which won Top Award in the All-America Package Competition.

Sylvania cellophane discs are also used to protect the contents of the containers.

*Reg. U. S. Pat. Off.
Copr. 1941 Sylvania Ind. Corp.



SYLVANIA INDUSTRIAL CORPORATION

Executive and Sales Offices: 122 E. 42nd Street, New York

Works: Fredericksburg, Va.

Branches or Representatives:

ATLANTA, GA. . . . 78 Marietta Street
BOSTON, MASS., 201 Devonshire St.
CHICAGO, ILL., 427 W. Randolph St.
DALLAS, TEX. 812 Santa Fe Building
PHILA., PA. . . . 260 South Broad Street



Pacific Coast:

Blake, Moffitt & Towne
Offices & Warehouses in Principal Cities

Canada:

Victoria Paper & Twine Co., Ltd.
Toronto, Montreal, Halifax

* "SYLVANIA" IS A REGISTERED TRADE MARK FOR CELLULOSE PRODUCTS MANUFACTURED BY SYLVANIA INDUSTRIAL CORPORATION

Another TOP AWARD for Smithcrafted CONTAINERS



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True "ALL-AMERICA" winner!

in timeliness of design, beauty of portrayal—and adaptation to product and merchandising problem.

Not just a "one-time-winner," Smithcrafted packages have been singled out before for TOP AWARDS—confirming the effectiveness of the Smithcrafted process of bas-relief design—and the constant high level of creative and producing ability we have to offer *all* customers at *all* times.

If you want a gift package that sets your product "apart from and above" all others—that "talks" quality—that enhances "gift-value"—in short, a package that will put you into, or give you a greater share of the gift market—then by all means write, or phone, now, for particulars.

THE S. K. SMITH COMPANY

2857 N. WESTERN AVENUE

CHICAGO, ILL.

New York Office, 52 Vanderbilt Ave., MUrray Hill 9-8290



☆ ☆ ☆ ☆ ☆ ☆ ☆

4 WINNERS

☆ **TOP AWARD**
Opaque Wrap Division

VERTEX
SMOOTH FINISH
Shelf and Drawer Lining Paper

VERTEX
SMOOTH FINISH
Shelf and Drawer Lining Paper

VERTEX
SMOOTH FINISH
Shelf and Drawer Lining Paper

VERTEX
SMOOTH FINISH
Shelf and Drawer Lining Paper

VERTEX
SMOOTH FINISH
Shelf and Drawer Lining Paper

☆ "Cellophane" cellulose film printed by Dobeckmun in latest type iridescent metallic inks, suggesting an acceptable metal foil substitute should use of foil be restricted.



☆ **TOP AWARD**—OPAQUE WRAP DIVISION
BADGER PAPER MILLS, INC., Peshtigo, Wisconsin

☆ **TOP AWARD**—PLASTIC CONTAINER GROUP
TRI-PACK GUN KIT, INC., San Francisco, California

☆ **TOP AWARD**—LABELS AND SEALS GROUP
AMERICAN WINE COMPANY, St. Louis, Missouri

☆ **TOP AWARD**—FAMILY GROUP
DEFENDER PHOTO SUPPLY CO., INC., Rochester, N. Y.

More than 30,000 packages competing for only 58 top-awards! That is the story of the Tenth Annual All-America Package Competition sponsored by MODERN PACKAGING Magazine. ☆ ☆ Naturally The Dobeckmun Company is proud to have had a part—sometimes minor, sometimes major—in the planning, designing, processing and producing of many of the 30,000 competing packages. ☆ ☆ Four of the 58 winners achieved their honors with packages to which The Dobeckmun Company had contributed. ☆ ☆ These four top-award winning packages involve different processes, different equipment—different specialized skills. They stand as symbols of the scope and diversity of Dobeckmun facilities—human, material and mechanical. ☆ ☆ For the last word in "Cellophane" conversion, we urge you to contact Dobeckmun. Our suggestions cost you nothing but the postage required to ask us what Dobeckmun has to recommend to you.

Your inquiry in no way obligates you. WRITE TODAY.

THE DOBECKMUN COMPANY

☆ ☆ Headquarters for Cellulose Film Conversion
3305 MONROE AVENUE • CLEVELAND, OHIO
WESTERN PLANT • OAKLAND, CALIFORNIA

*"Cellophane" is a trade mark of E. I. du Pont de Nemours & Co. (Inc.)

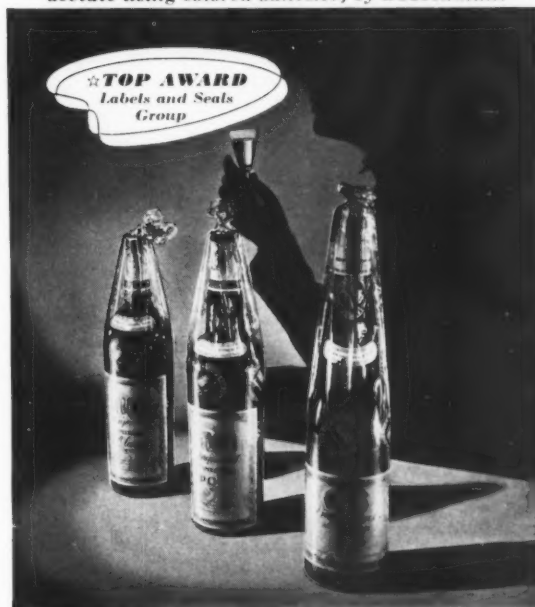
MARCH, 1941 27



☆ Transparent .005 gauge clear, acetate labels pressed inside shell before filling, printed by Dobeckmun.



☆ Imperious inner-foil liner, laminated with cellulose acetate using colored adhesive, by Dobeckmun. *

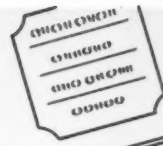


☆ Transparent "Cellophane" wrap, with trade mark insignia, printed in gold ink by Dobeckmun.

IT'S AN IMPORTANT WIRE FOR YOU,
Mr. Carton Maker!



SPECIAL TELEGRAM



TO ALL MAKERS OF FOLDING CARTONS
 REVOLUTIONARY NEW HIGH-SPEED COATING PROCESS MAKES
 NEW KIND OF COATED BOXBOARD POSSIBLE. HAS FLAT, VELVETY
 SURFACE. HOLDS INKS BRILLIANTLY. ENABLES YOU TO DELIVER
 FINER CARTONS TO YOUR CUSTOMERS FOR THEIR MONEY.
 ASK US TO RUSH SAMPLES OF THIS SENSATIONAL COATED
 LITHWITE FOR YOUR INSPECTION.

THE GARDNER-RICHARDSON COMPANY

Coated Lithwite

A new achievement in the manufacture of boxboard

YOU'LL see the business possibilities of this history-making board the minute you get samples—for with economical Coated Lithwite you can offer buyers finer cartons for their dollars.

Never before has there been a board like Coated Lithwite. It's made and coated on one machine in one continuous operation—and the coating is applied at a speed heretofore unknown. This new and exclusive process produces a precision-engineered surface with a velvet-like smoothness—one that is exceptionally receptive to inks.

SEND FOR FREE TESTING SAMPLES! Write for sample sheets of this sensational coated board. Slip a few sheets into a press—or prove a set of plates on Coated Lithwite. See the extra quality you can deliver to your customers—the extra business you can get.



The GARDNER-RICHARDSON Co.

Manufacturers of Boxboard
 MIDDLETOWN, OHIO

COATED LITHWITE GIVES YOU THESE FOUR-STAR ADVANTAGES

SOFT, VELVETY FEEL. Coated Lithwite's surface is smooth and pleasant to the touch.

PLEASING TO THE EYE. Coated Lithwite has that appealing look of quality.

LIKES INK. Give a few sheets of Coated Lithwite to your ink supplier and see the brilliant results which can be obtained on this unusual coated board.

MODESTLY PRICED. Coated Lithwite costs the same—or little more—than many uncoated boards.

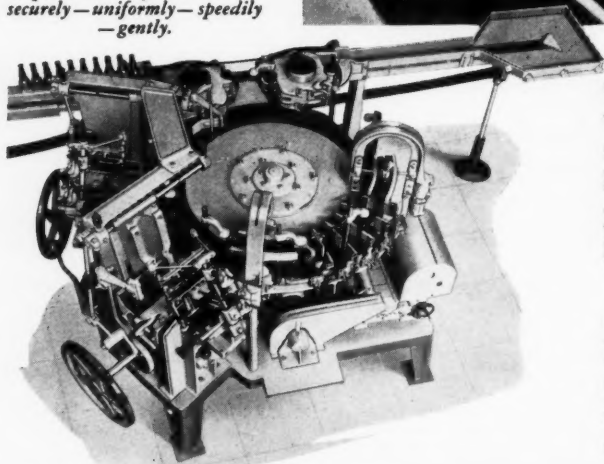
Sales Representatives in Principal Cities: PHILADELPHIA • CLEVELAND • CHICAGO • ST. LOUIS • NEW YORK • BOSTON • PITTSBURGH • DETROIT

Liquid adds to a Succession of
"All-American" Labeling Awards

This CROWNING ACHIEVEMENT



Top honors in the All-American Packaging Awards which have in previous years gone to products illustrated above, labeled on Liquid Machines, were given this year to the 5-bottle line of C. & E. Grape Juice crowned by the fully automatic 8-head Liquid Rotary Crowner—securely—uniformly—speedily—gently.



The Liquid Line of Labelers covers all capacities and types of operations from the 30-40 a minute adjustable "Standard" to the fully automatic "Single," "Duplex" and "Triplex" high speed machines.

● So continuously have Liquid Labeling Machines won National Packaging honors that their achievements are of interest to every manufacturer who has a labeling problem. It means that year-in and year-out Liquid Labeling Machines are doing a fine job on a great variety of production lines.

Whether you need a hand fed, a semi-automatic or a fully automatic labeler you will find a Liquid Machine which will fulfill for you the basic demands of good labeling...instant and favorable identification on retail counters...lasting attractiveness in the consumers' hands—production accomplishment which will supply an endless succession of uniformly and positively applied labels.

Write for the
Liquid Labeler catalog



THE LIQUID CARBONIC CORPORATION

3110 S. KEDZIE AVENUE, CHICAGO, ILLINOIS

Branches in 37 Principal Cities of the United States and Canada • London, England • Havana, Cuba

Manufactured in Montreal for the Canadian Trade

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FOR INSTANCE

History repeats itself. Take the Bradshaw line of cosmetics and Dennison's contributions to its packaging, for instance. Here is a newcomer to the All-America packaging scene, in spite of the 19th century New England atmosphere. On the other hand, Dennison's first contribution to packaging actually dates back to the New England of 1844. That was an All-America package, too, the first paper-covered box ever made in this country!

Many a package has gone over the counter since '44, and many with the help of Dennison. This year Seagram's Seven Crown and Dermetics' Smart Kit are two more instances of Dennison consistency in helping solve the packaging problems of award winners. Yes, history repeats, but more important to the John Bradshaw Company is the history of repeat sales its packages are making in a highly competitive field.

Dennison Manufacturing Co.

Framingham, Massachusetts

LISTERINE

takes TOP machinery award!

**...FOR ENTIRE
INSTALLATION**





U. S. Model JW
WASHER and RINSER

U. S. Model No. 16
ROTARY VACUUM
FILLER



U. S. Model RC-8
ROTARY CAPPER

Again this year, U. S. Automatic Machinery figured in an important award in the All America Competition.

In the Lambert Pharmacal Company's prize-winning installation, U. S. Automatic Machines are used for the washing and drying, filling and capping of the Listerine bottles.

The three items of U. S. Automatic equipment illustrated here are: the Model JW Washer and Rinser, Model NO-16 Rotary Vacuum Filler and the Model RC-8 Rotary Capper.

If you have a packaging problem, why not write us and let our Engineering Department submit its recommendations.

↓ A CONSULTATION WITH OUR ENGINEERS MAY PROVE WELL WORTH YOUR WHILE

U. S. BOTTLERS

Machinery Co.

4032 N. ROCKWELL ST., CHICAGO

MANUFACTURERS OF

PUMPS
CAPPERS
FILTERS
CONVEYORS
WASHERS & DRYERS
WASHERS
CORKERS
FILLERS



PHOTOGRAPHY • Interest in photography as the basis of label design is increasing steadily because of the unusual opportunities it offers for dramatizing the use of the product. As usual, Continental takes the lead in promoting its possibilities.

Photography, of course, is not the simplest of illustrative techniques to reproduce on metal, nor the least expensive. Its use calls for excep-

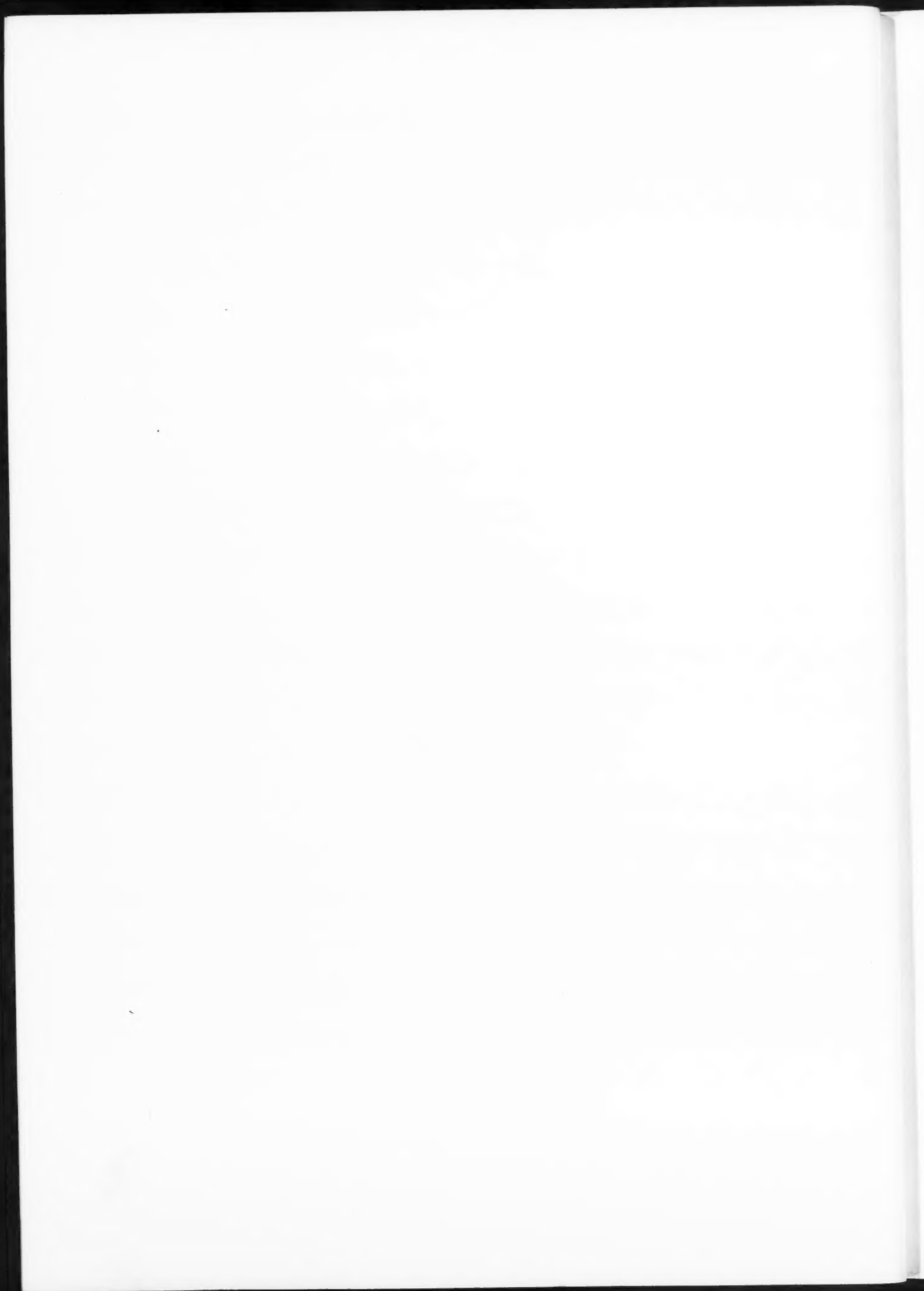
tional skill and expert knowledge of lithographic processes. But its attention value is high, and its effect both unusual and attractively realistic, for added sales-appeal.

To those intrigued by the potentialities of photography in container design, Continental offers expert packaging help, with excellence of results assured by Continental's craftsmanship. We welcome opportunities to demonstrate.

One of a Series Devoted to Packaging Ideas. Copyright 1940 by Continental Can Company, Inc.

CONTINENTAL CAN COMPANY

NEW YORK • CHICAGO • SAN FRANCISCO • MONTREAL • TORONTO • HAVANA



DOUBLE BARRELLED PACKAGING JOB!



Mothers can see these Baby's Pal Products...yet know they are kept germ-free

Neatly nestled in their individual "showcases" of clear, rigid Vuepak, these brightly colored, soft-rubber teething necklaces and teethers look good enough to eat. But even more important, they look clean and pure enough to reassure the most germ-fearing mother.

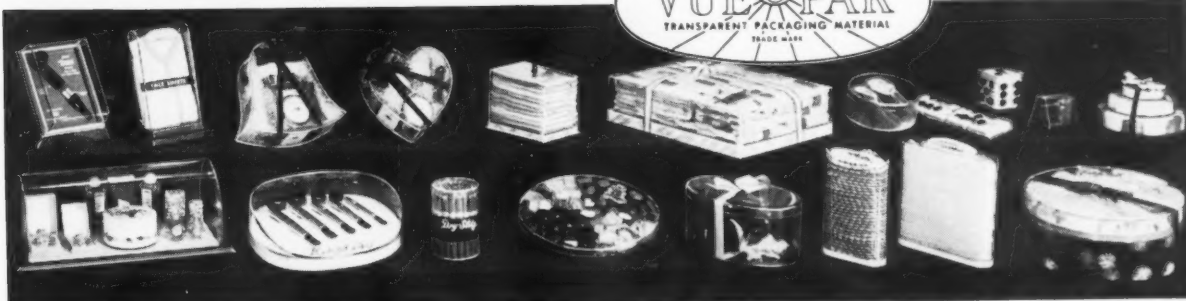
Both necklace and teether are star items in the Dr. Allen's Baby's Pal line of nursery needs, manufactured by Richard G. Krueger, Inc., of New York. Both depend for their success largely on "impulse" purchases induced by effective counter display. And both, in the words of the Krueger Company, have won an "enthusiastic reception by the trade" and "greatly increased sales" since they recently appeared in these ingenious Vuepak containers.

Possibly *your* products, too, will win new enthusiasm from dealers and stepped-up sales from the countless thousands who buy on sight...if you transform *your* packages into "showcases" with clear, rigid Vuepak. For further information and names of capable Vuepak fabricators, inquire MONSANTO CHEMICAL COMPANY, Plastics Division, Springfield, Massachusetts. District Offices: New York, Chicago, Detroit, St. Louis, Birmingham, San Francisco, Los Angeles, Montreal.

MONSANTO PLASTICS
Serving Industry...Which Serves Mankind



Package designed by Edward W. Beatty, Chicago. Fabricated by W. C. Ritchie and Company, Chicago.



*You, too, can
have a "Sales"
Winning Package*



A New and Better Package with Printed "Cellophane"

Top Award goes to this group of natural cheese and cheese spreads packages developed for the South Kaukauna Dairy Co., creators of the famous Kaukauna Club Cheese.

Embodying a process of wax-dipping plus a special "wet technique" in applying printed "Cellophane" wraps — these packages have plenty of glamour and sales appeal. But what is more important they provide the consumer with a safer, more convenient and economical package; the maker with increased markets and lower packaging costs.

Illustrations for this advertisement reproduced from Kodachromes photographed in Milprint's own studios. Entire insert designed and produced by Milprint.

ALL-AMERICA

TOP AWARD

CONVERTERS OF



Call in the Experience and Ability that Created These Prize Winning Packages

Good packages just don't 'happen'. They are the result of deliberate thought and planning — backed by a wealth of experience and facilities. ★ ★ The award winning packages on these pages are more than just nice to look at. They represent the solution of definite problems; new and better methods of packaging perishable foods that heretofore were difficult or more expensive to package. ★ ★ No matter what your problem — whether it be just a package that needs restyling — or the development of entirely new and special packaging techniques — Milprint is equal to the job, ready to place at your disposal the resources of America's most complete packaging service.

TOP AWARD

PACKAGE COMPETITION

There's a Milprint representative in your territory. Call him in for a consultation. Let us show you, without obligation on your part—how Milprint can solve your packaging problems.



"Garden Fresh" is more than just a phrase in the case of this new award winning carrot package developed for the Matchless Produce Company, Ltd., Salinas, California.

Utilizing the exceptional moistureproof qualities of Pliofilm plus a heat-sealed enclosure, this package keeps carrots amazingly fresh and crisp for unusually long periods of time.

The novelty of buying packaged carrots is increasing consumer sales. Shipping weight is reduced. A large percentage of spoilage is eliminated, and the consumer gets fresher carrots.

MILPRINT, Incorporated

MILWAUKEE . . . PHILADELPHIA . . . LOS ANGELES

PROVEN LEADERS IN THE PACKAGING INDUSTRY

WESTERN UNION

will do these 3 big jobs for you

A sample in the hand is worth three in the factory – and Western Union KNOWS HOW to get it in the dealer's hand – in the consumer's hand – in the hand of the professional man. Overnight, if desired. Millions of samples delivered for the nation's shrewdest merchandisers prove that the Western Union way is direct – economical! impressive!! dependable!!!

Call the Western Union manager for the cost of this service locally, by states, or simultaneously over the nation.



• **SAMPLE CARTON TO DEALER** •
with counter display and special message.



• **SAMPLE TO CONSUMER**



• **SAMPLE TO PROFESSIONAL MAN** •

WESTERN UNION *Distribution Service.*

**FOLLOW THIS
Top Award Winning FORMULA
WHEN LAUNCHING A NEW PRODUCT***



Dress it up with **ERIE CUSTOM MOLDED PLASTICS**



Recently Lee S. Smith & Son Mfg. Company, of Pittsburgh, decided to enlarge their line of dental supplies by manufacturing dental burs. In launching their new product, they made two important decisions that have been of inestimable sales value. First, they decided on a molded package consisting of a black base with a transparent top for visibility. Secondly, by having it custom molded by Erie, they made certain of obtaining a case that would not only reflect the high quality of their burs, but also would meet their rigid tolerances.

The Judges of the 1940 All-America Package Competition, recognizing the sales appeal of the package, and the outstanding molding produced by Erie, honored it with the First Award in the Molded Plastics Division.

The holes in the black Tenite II base had to be uniform and molded in such a manner as to prevent shrink marks on the outside. By designing an unconventional die for the Tenite cover, Erie Molding Engineers were able to eliminate any possibility of an unsightly weld mark.

Because the Erie engineering department completely analyzes each molding job from every angle; because these same men design all Erie dies and are thoroughly familiar with both the practical and theoretical side of injection molding, they can transform your plans into efficiently molded parts. Write for your copy of the Erie Plastics Bulletin. It fully describes the advantages of having your package molded by the oldest exclusive custom injection molder in this country.

*OR FOR GIVING AN EXISTING PRODUCT A SHOT IN THE ARM

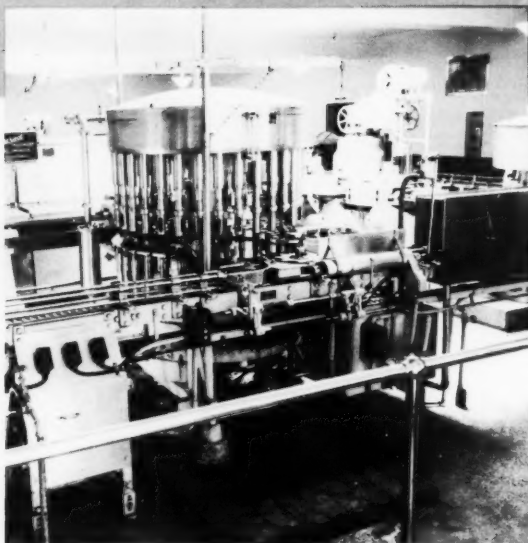
Plastics Division

ERIE RESISTOR CORPORATION, ERIE, PA.

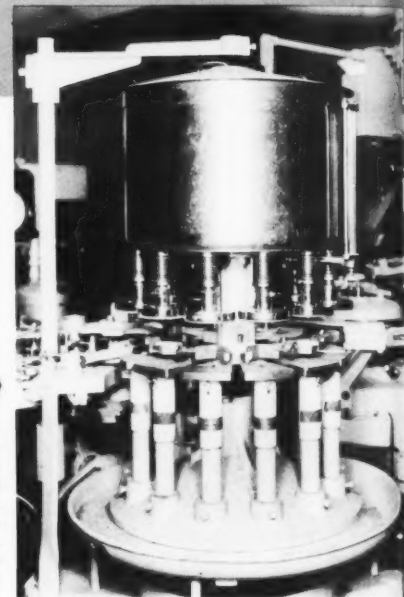


Again!... **FIRST AWARD** IN THE MACHINERY DIVISION GOES TO

HORIX FILLERS



Five different size bottles are filled on this machine. Change-over to different sizes is a simple operation. Safety features automatically stop the filler if a choke neck bottle enters the filler or a jam occurs after the bottles have been discharged.



Every part of the Horix HS-12 Can Filler, at the right, and of the filler shown at left, that come in contact with the grape juice is made of stainless steel. All of these parts can be easily cleaned and inspected. Filled cans are transferred directly to the closing machine, without waste or spilling.

FOR the second consecutive year, Horix Fillers have received the top award in the Machinery Division of the All-America Package Competition—this time for the installation in the National Grape Products plant at Brocton, N. Y.

This plant is unusual in that it was designed to handle automatically both cans and bottles at high speeds. The Horix Model HA-32 thirty-two valve Filler was designed to fill 100 qt. bottles a minute, while the Horix Model HS-12 Can Filler will handle cans at a speed of 120 per minute. Specially built Horix bottle and can Conveyors connect the various units in the production lines.

It is significant that Horix equipment was selected for this modern plant, planned by National Grape to be the last word in efficient packaging.

1939
All-America
Package Competition
1st Award

The highest speed
Bottle Filler ever
built, designed for
National Distillers
Corporation.

1940
All-America
Package Competition
1st Award

Horix Bottle and
Can Fillers, and
Conveyors, in-
stalled at National
Grape Products
Corporation.

HORIX MANUFACTURING CO.
PITTSBURGH, PENNA.
CONVEYORS and FILLERS

Latest in a Long Line of Prize Winners!



KEEPS MILK WARM

Top Award Winner, Fibre Can Division, 1940 All America Packaging Competition, this clever and attractive nursing set made by Ritchie for the Lockwood Products Company.



HOLDS BABY'S BOTTLE



Ritchie's been making prize winning packages for 75 years.

We don't, of course, mean award winners like the one above — though ever since packaging shows have been held, Ritchie has been well and consistently represented among the winners.

We mean packages that win the biggest of all prizes — consumer preference and dealer display!

We mean packages that make a product more convenient to handle, more attractive to display, easier to sell!

Isn't that the kind of package you want for your product? It's the kind of Set-up Paper Box, Fibre Can or Transparent Package Ritchie can give you!

WHAT ABOUT PRICE AND PRODUCTION?

Recently enlarged production facilities enable Ritchie not only to turn out more packages than ever before, but also to turn them out more economically. So whether you want a new package, a re-designed one, or better production for your present package, Ritchie has much to offer you. Write today!

W. C. *Ritchie* AND COMPANY
8843 BALTIMORE AVENUE • CHICAGO

SET-UP PAPER BOXES
FIBRE CANS
TRANSPARENT PACKAGES

NEW YORK

DETROIT

LOS ANGELES

ST. LOUIS

MINNEAPOLIS

DENVER

MIAMI

Under One Roof---



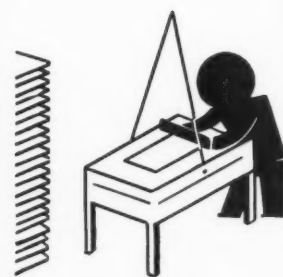
CONSTRUCTION



ARTWORK



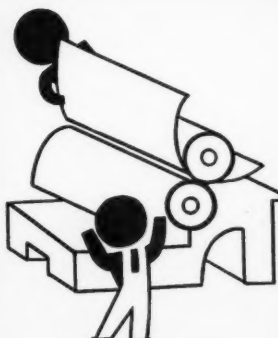
PRINTING



SILKSCREEN



DIE-CUTTING



MOUNTING



FINISHING



DISPLAYS that SELL

Combined, the little men make a fast team. No running from printer to artist to finisher. They're *all here*, under one roof. Deadlines are things the little fellows always meet, even when it seems humanly impossible to do so. In fact, they're almost inhuman the way they work. Not only fast, but good! Smart layout, good artwork, precise production. The little chaps are really something to watch. Come and see—or, better still, send us a tough display problem for them to work out on.

MERIT DISPLAY CARD CO.

New Address: 120 East 16th St., New York

New Phone: GRamercy 5-2802



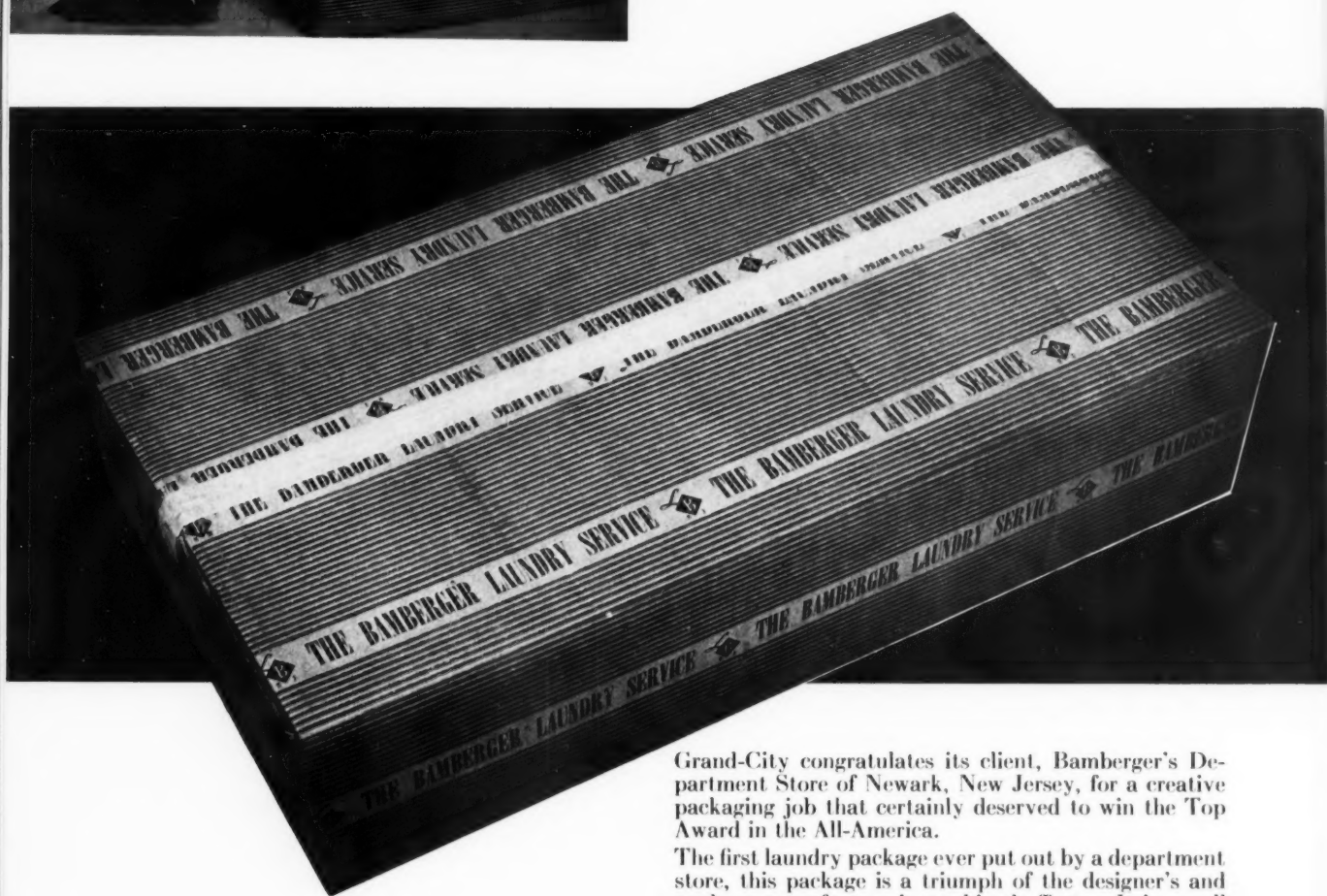
Unfinished
BUSINESS!

NATIONAL CAN CORPORATION

EXECUTIVE OFFICES • 110 EAST 42ND STREET, NEW YORK CITY
CHICAGO • CLEVELAND • DETROIT • PITTSBURGH • PHILADELPHIA • ST. LOUIS • MILWAUKEE • INDIANAPOLIS • CINCINNATI • KANSAS CITY • ST. PAUL • MINNEAPOLIS • BOSTON • WASHINGTON • BALTIMORE • PITTSBURGH • CLEVELAND • DETROIT • PHILADELPHIA • ST. LOUIS • MILWAUKEE • INDIANAPOLIS • CINCINNATI • KANSAS CITY • ST. PAUL • MINNEAPOLIS • BOSTON • WASHINGTON • BALTIMORE



THE *Top Award* AMONG SHIPPING CONTAINERS GOES TO BAMBERGERS-- GRAND-CITY CUSTOMER



Grand-City congratulates its client, Bamberger's Department Store of Newark, New Jersey, for a creative packaging job that certainly deserved to win the Top Award in the All-America.

The first laundry package ever put out by a department store, this package is a triumph of the designer's and package manufacturer's combined efforts. It is a well thought out shipping container. Everything, from the

bellybands around laundered articles, through the cleaning bags and the cloth laundry bags bear the same design as does the corrugated container—a simple blue "texture" stripe against a natural background, with constant repetition of the company name.

Besides being attractive, this carton is sturdy—a characteristic of all Grand-City products in both the container and display fields.

Our facilities are extremely flexible, allowing us to service both small and large accounts in the same field. All of our customers get the same prize-winning service.

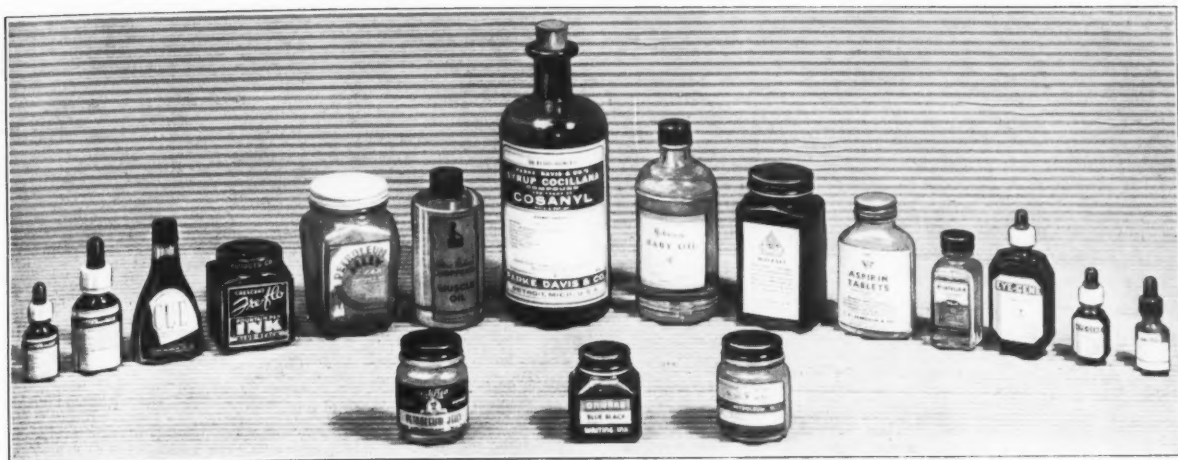
GRAND-CITY CONTAINER CORPORATION

622 West 57th Street

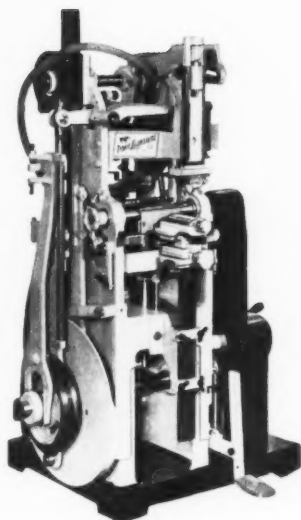
New York City

FACTORIES IN NEW YORK CITY, BROOKLYN, N. Y., AND ALBANY

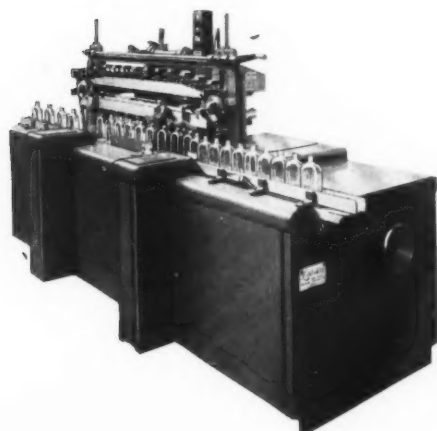
"IF IT IS MADE OF CORRUGATED PAPER—WE MAKE IT"



Better Labeling costs Less the **LABELRITE** way!



- PERFECT REGISTER
- NO WIPING OF BOTTLES
- PETTY CASH CHANGE PARTS



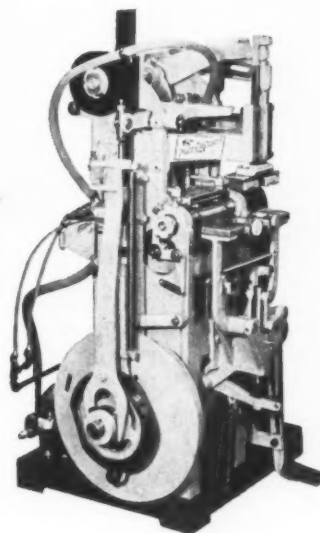
Saving real money AND doing better labeling: that's what the Labelrite method does for you—just like it does day after day—month after month for more than 500 hard-headed business men who installed 700 Labelrites. They want RESULTS—and get them in substantial savings and unsurpassed excellence in applying labels.

← **ONE AT A TIME . . .**

TWO AT A TIME →

Labelrite savings are made on ALL types of production — 40 labels a minute to 240 labels a minute—hand feed or fully automatic—because SPEED is not the only saving . . . Labelrites do away with bottle-wiping and repositioning — they're designed to eliminate every labeling headache.

One or both sides—40 to 120 per minute



Examine the simple, easy-to-change-over "petty-cash" change parts! If you want data on cost of installation for your problem, send us your full line of products. You'll get a real "lift" when you learn what you can save!

DIRECT-ON-PRODUCT LABELING, TOO!

Of course you can LABELRITE directly upon your products, too. Hardware and ceramics manufacturers are using them NOW. Phonograph records, reels, spools, toys, batteries and manufacturers of many other products are saving money with Labelrites—perhaps you can too!



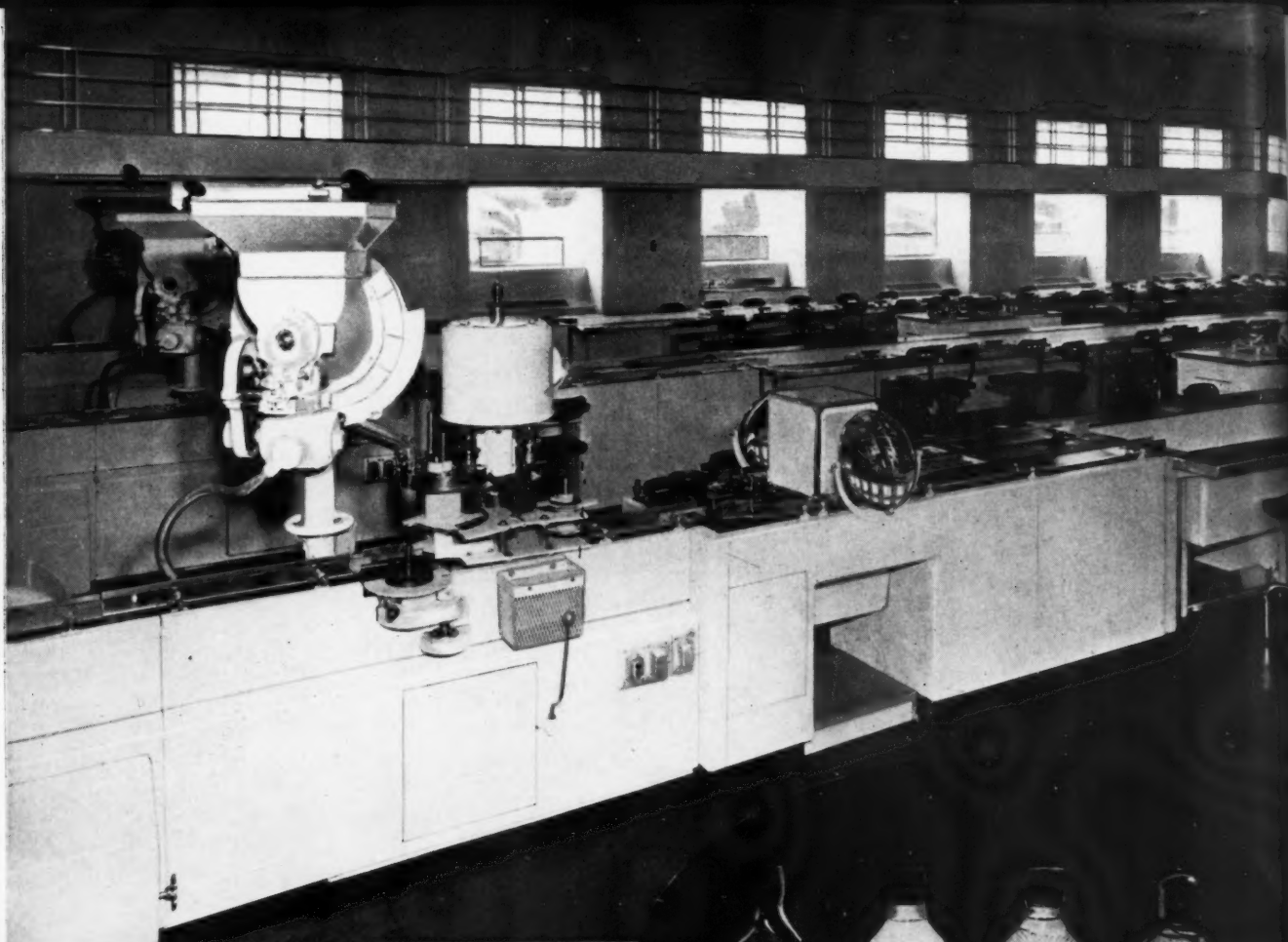
Send for Catalog with complete details!

NEW JERSEY MACHINE
CORPORATION

1600 Willow Avenue ~ Hoboken, N. J.

CHICAGO OFFICE, 549 WEST WASHINGTON BLVD.

● Sales and Service Representatives in 12 Industrial Centres ●



CONSOLIDATED PACKAGING

CONSOLIDATED WINS FOUR TIMES *in 10th All-America * * **

TAKES TOP AWARD—MACHINERY, CLASS A

Consolidated Machinery Corporation's installation for the Calvert Distillers Corporation of its model B-4-F Capem automatic screw cappers, especially designed for this purpose, and its 1-2 and 1-2-4 line dividers—representing the first completely successful attempt to divide the flow of bottles of miscellaneous shapes and sizes—takes highest machinery honors in the 10th All-America Package Competition for the best new machine designed and built during 1940. The synchronized units reflect modern machine streamlining at its best and their design is a tribute to the Calvert organization through whose foresight it has been conceived. The divider brings the bottles into proper position for both inspection and labelling.

Calvert is to be congratulated for its Top Award and for the progressive spirit it has shown in installing the most modern and perfected equipment available.

Consolidated proves by the wide use of its equipment, by All-America prize winners, its right to top ranking among packaging machinery manufacturers. Your inquiry will be given quick attention.



Hiram Walker Imperial Whiskey: Top Award to Hiram Walker & Sons for an unusual, distinctive package—capped by Consolidated machinery.

Karo Syrup: Corn Products Refining Company deserves full credit for their re-designed package sealed by Consolidated packaging machinery.

Vitalis: Top Award to Bristol-Myers for this fine package—capped by Consolidated equipment.

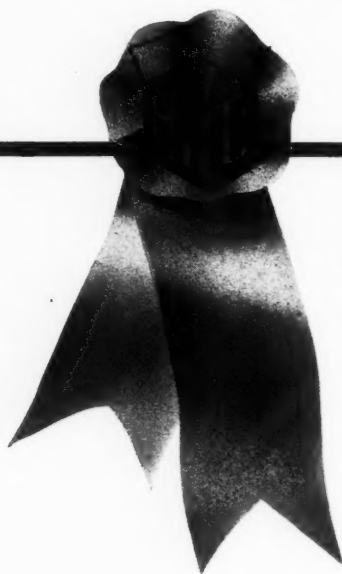
MACHINERY CORPORATION

1400 WEST AVENUE • BUFFALO, NEW YORK

In the 1940 All-America Package Competition

GAIR AWARDS

Proves Superiority



from **BOXBOARD**

to **CARTON SHELLS**

to **FINISHED FOLDING BOXES**

Award Acknowledgements to

ROBERT GAIR CO., INC.

for

THE FOLDING BOXES
supplied to
The Cresca Company
who won top award
in the Family Group.

★

THE TWIN
FOLDING CARTON CARRIER
supplied to
P. J. Ritter Company
who won top award in
the Glass Container Group.

★

THE INNER CARTON SHELLS
supplied to
Chr. Hanson Laboratories,
Inc.
who won top award
in Opaque Wraps Group

★

THE BOXBOARD
used in
The "Set Up" Paper Boxes
for Stanley Tool Company's
"Birchcraft" Tools
and the Rigid Transparent
Container of
McKesson & Robbins'
Lucretia Vanderbilt Gift Sets

We are proud to add, to our enviable record of awards through the years, these five more acknowledgements of the superiority of our designing materials and finished production efforts.

May we congratulate the

Cresca Company — Chr. Hanson Laboratories, Inc.
— P. J. Ritter Company — McKesson & Robbins
and the Stanley Tool Company for their fine products
and outstanding packages.

Recognition, by the discriminating All-America judges, confirms the high standards these well-known firms have set in the finished presentation of their merchandise.

We are gratified indeed to have done our part in the earning of these awards.

ROBERT GAIR COMPANY, INC.

155 East 44th Street • New York City

GAIR COMPANY, CANADA, LTD.

372 Bay St., Toronto, Ont., Canada

Mfrs. of Boxboard, Folding Cartons and Corrugated Shipping Containers

TENITE

wins top awards in All-America Package Competition

TENITE is an outstanding winner among this year's prize packages. It received two of the only three top awards given to a plastic material.

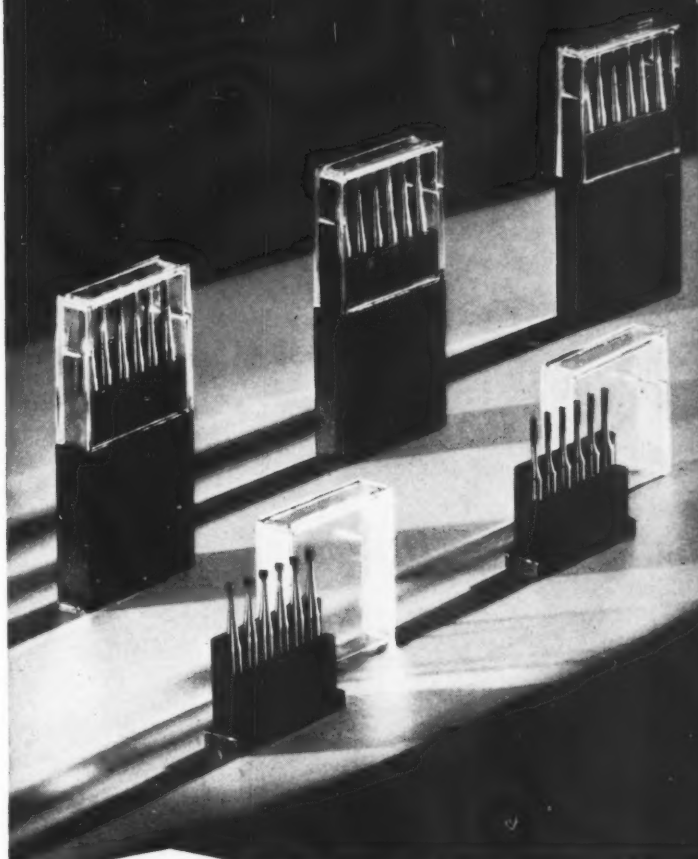
Tenite packages are strong and durable—forming permanent, protective cases for delicate products. Their light weight makes them inexpensive to ship and convenient to carry.

Products may be easily identified by using transparent Tenite packages which allow a clear view of the contents, or by using packages molded in the brand color. A 28-page illustrated book showing some of the many uses of Tenite will be sent on request.

★ ★ ★

TENITE REPRESENTATIVES: *New York*, 10 East 40th St. *Buffalo*, 1508 Rand Building. *Chicago*, 2264 Builders' Building. *Detroit*, 904-5 Stephenson Building. *Leominster, Mass.*, 39 Main St. . . . *Pacific Coast*: Wilson & George Meyer & Company—*San Francisco*, Federal Reserve Building; *Los Angeles*, 2461 Hunter St.; *Seattle*, 1020 4th Ave., South.

TENNESSEE EASTMAN CORPORATION
Kingsport, Tenn. *Subsidiary of the Eastman Kodak Co.*



TOP AWARD . . . to Tenite dental bur boxes. The transparent cover enables the dentist to see at a glance what type of bur the box contains. Molded by Erie Resistor Corp. for Lee S. Smith & Son Mfg. Co.

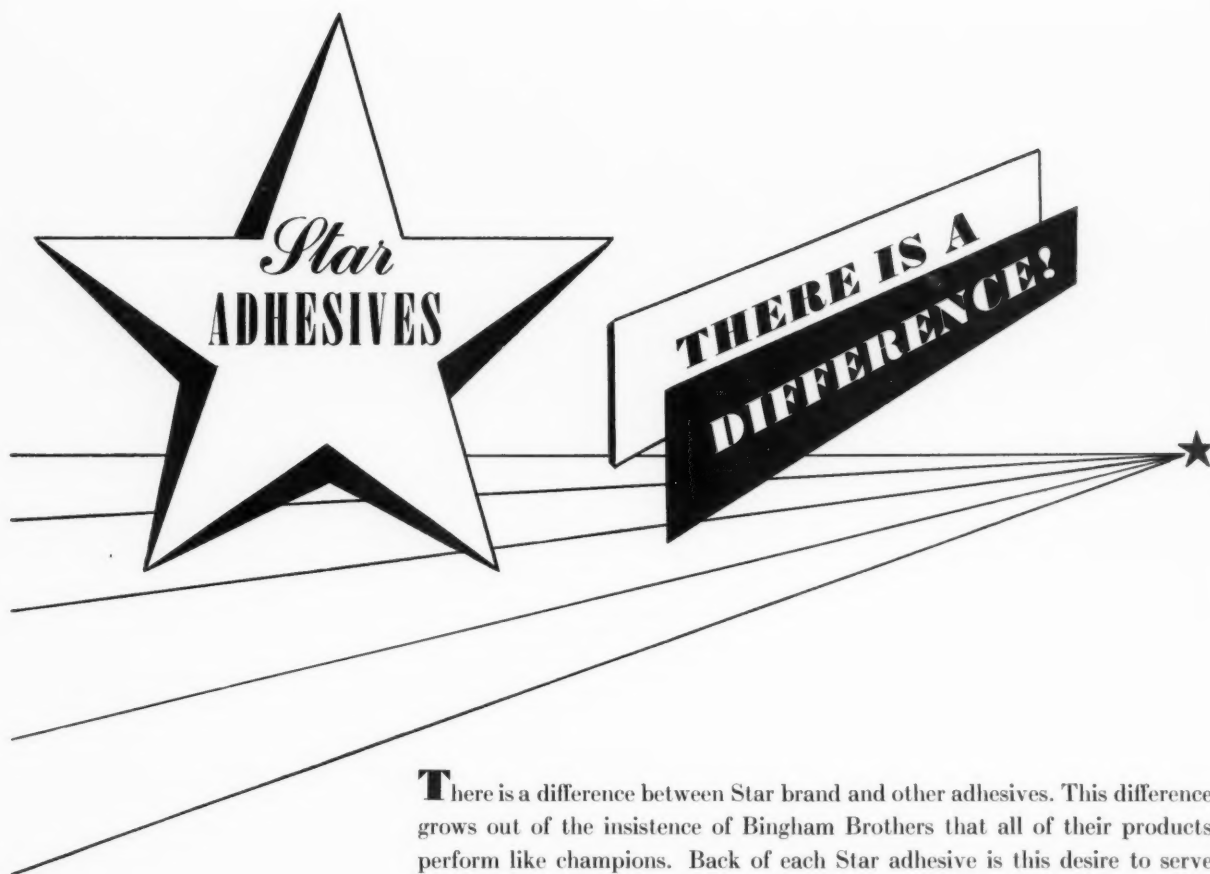
TOP AWARD . . .

to transparent Tenite oil bottles. The attractive and practical design of this shatterproof package led to a 400 per cent increase in sales of the oil. Molded by Remler Co., Ltd., for Tri-Pak Gun Kit, Inc.

HONORABLE MENTION


. . . to camera filter boxes. The brand name is molded in relief on the yellow Tenite top, the color associated with this brand of products. Molded by Norton Laboratories, Inc., for Eastman Kodak Company.





There is a difference between Star brand and other adhesives. This difference grows out of the insistence of Bingham Brothers that all of their products perform like champions. Back of each Star adhesive is this desire to serve that has made the firm's name a synonym for quality and integrity for more than a century. Each Star adhesive is the product of years of research, experiment and experience.

Yet the difference in price between Star and less efficient adhesives is negligible. And especially so when one considers the high concentration of Star products. They actually hold tighter when diluted up to 50% and over. Hundreds of formulas for the most specialized packaging purposes have already been developed. And our laboratory is at your service, without extra charge, in the development of adhesives to meet *your* specific problems.

The  Line Includes

STAR Case Sealing Gum
STAR Folding Box Glue
STAR Cold Pick-Up Gum
STAR Tin Paste
STAR Brightwood Gum

STAR Carton Sealing Glue
STAR Bench Paste
STAR Tube Glue
STAR Lap End Paste
STAR Tightwrap Glue

Write for the instructive folders: "Make Your Identity Stick" and "Here's A Bird of An Idea"

BINGHAM BROTHERS COMPANY

Every Kind of Roller and Adhesive

NEW YORK
406 PEARL STREET

PHILADELPHIA
521 CHERRY STREET

BALTIMORE
131 COLVIN STREET

ROCHESTER
980 HUDSON AVENUE



THE PAN THAT



Not magic - except the magic that any good design gives to a display - makes the MIRRO ALUMINUM PAN seem to float in mid-air. Actually, it is surrounded by a very strong transparent plastic material, which, in turn, is supported by a cardboard frame.

THIS UNIQUE DISPLAY

Won Top Award

IN THE 1940
ALL-AMERICA PACKAGE COMPETITION,
AND IT HAS WON MANY NEW CUSTOMERS
FOR THE PRODUCT IT DISPLAYS . . .

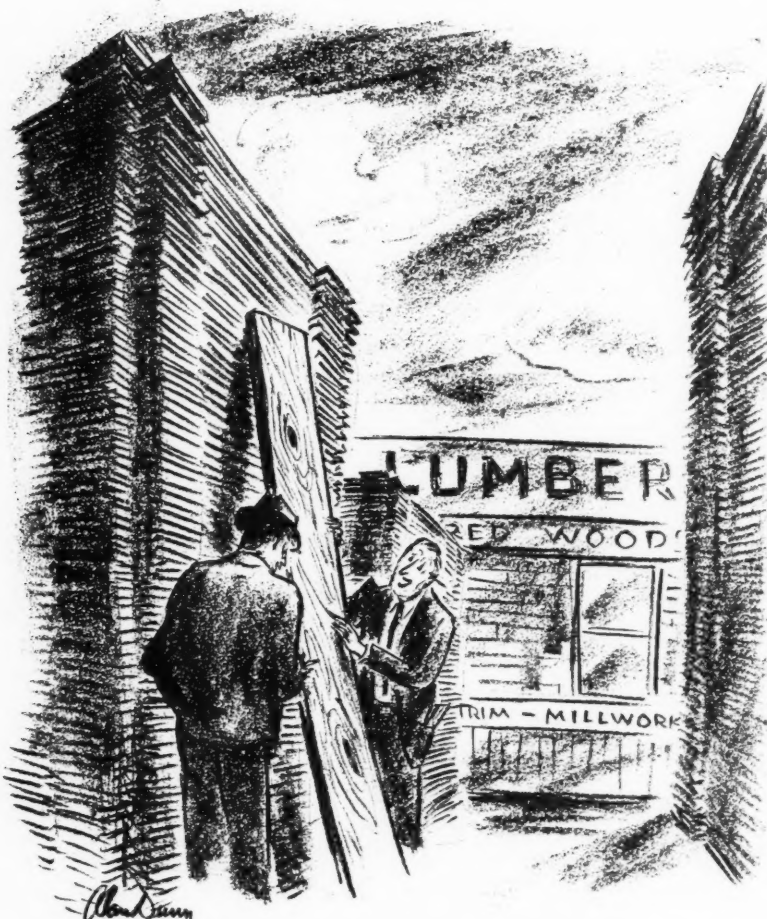
It was Designed and Fabricated by
W.P. YORK, INC.

For really creative displays - real stoppers - something to make your product stand out against all competition - use displays designed and produced by an organization with proved ability.

W.P. YORK, INC.

AURORA • ILLINOIS

Drawing, Courtesy of
Alan Dunn, Artist, and
The New Yorker
Magazine



"Furthermore, it can be nailed, bored, cut, or sawed—just like a plastic"

Of course, we wouldn't like to drive many nails into many plastics but there is a swell story in this picture.

Thru all their young and active lives plastics have been described in terms of better known materials—and have been used to imitate these materials.

At last the time has arrived when people use plastics as a basis of comparison—as flexible as plastic, as durable as plastic, as corrosive-resisting as plastic, as beautiful as plastic, as cheap as plastic.

Plastics is now an industry in its own right.

Are you getting all you should from this new group of materials?

We handle all that can be molded—know them from their birth.

Send us your samples and prints, ask us your questions, come see what we work with, we have no secrets, only twenty-five years of experience in the molding business plus the best equipment we can buy or build.

"A Ready Reference for Plastics," written for the layman, is now in a new edition. If you are a user, or a potential user of molded plastics, write for a FREE copy of this plan, non-technical explanation of their uses and characteristics.



BOONTON MOLDING COMPANY

MOLDERS OF PLASTICS · PHENOLICS · UREAS · THERMO-PLASTICS

BOONTON · NEW JERSEY · Tel. Boonton 8-0991

N. Y. Office—Chanin Bldg., 122 East 42nd Street, Murray Hill 6-8540

PLANNED TO WIN-

and it did!

Ask one of our representatives
to tell you how our creative
advertising staff solved these
basic problems and won
this prize-winning outdoor display for the Texaco Company.

DANGER

COLD WEATHER AHEAD!

DRIVE AT YOUR OWN RISK

CHANGE TO WINTER LUBRICANTS NOW!

AVOID TROUBLE

PATENT APPLIED FOR

Weatherproof outdoor
display for Texaco
Service Stations
MAJOR AWARD
By a jury of distinguish-
ed advertising men—
All-America Packaging
Contest—1940

Planned
Promotional
Advertising

KINDRED, MACLEAN & CO., INC.



THE BOX THAT SPELLS "Fishing"
WINS TOP AWARD—SET-UP BOX GROUP



Designed and produced by the Waterbury Paper Box Company, this set-up box took Top Award among the set-up boxes of the 1940 All-America Package Competition. Here is a fine example of the boxmaker's art.

The box is designed to hold twelve coils of processed silk fly line. In order to let the product show itself, a die-cut transparent-covered window is used. And to suggest immediately the use of the merchandise, the die-cut is in the form of a fish.

What simpler and more effective way could the idea of fishing be tied up with the merchandise? That's what the All-America judges said as they gave the package Top Award.

You can have the same service on the designing and production of your package if you come to

WATERBURY PAPER BOX CO.
WATERBURY CONNECTICUT

NEW YORK CITY SALES OFFICE

19th Floor

• 30 Rockefeller Plaza •

Telephone Circle 7-4716

YOU COULD SAY:



"Send me some corrugated boxes"

BUT IT'S BETTER TO SAY:

"H & D Corrugated Boxes because I want the Package Dividends"



• DISPLAY!

Closed, it is a shipping box meeting all transportation requirements. Opened in a jiffy, it becomes a compact, colorful counter display. Dealers welcome it, gladly give it valuable counter space. It's the patented H & D DUPLEX.



• ADVERTISING!

Even a star salesman would have trouble telling the sales story more clearly, quickly, and convincingly! Here's good solid advertising at point-of-sale... another H & D Package Dividend.

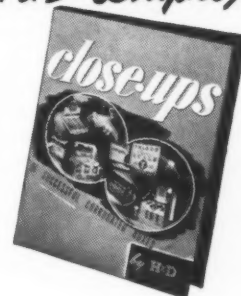


• PREMIUM PROMOTION!

Why send your dealer shuttling back and forth between premium and product? Why bother him with complicated instructions? Why ask for more space than he'll want to give you? The H & D DUPLEX carries premium and product together, advertises them together, in a simple, effective promotional plan.

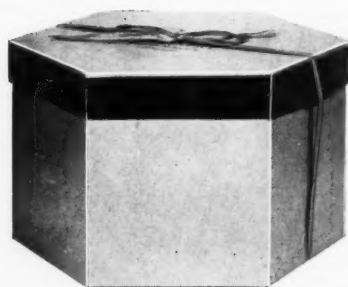
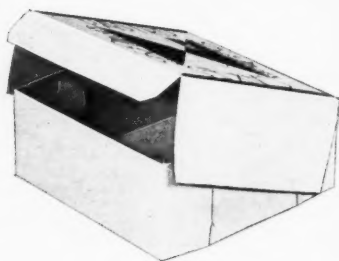
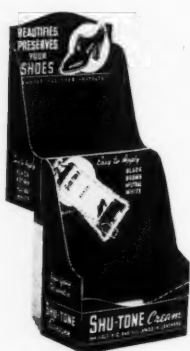
Merchandising to dealers! Sales helps for dealers! ...and many other Packaging Dividends are yours when you invest your packaging dollars in the H&D Duplex

Versatile is the word for it. Because the DUPLEX has not one, but two major functions. It can be adapted to fit beautifully into almost any type of merchandising plan, and it combines an impressively large number of H & D Package Dividends. • H & D DUPLEX boxes are being used for shipping and displaying products from prepared Noodle Soup Mix to bulk Brazil Nuts. See some typical case histories, and you'll think of a new adaptation for your product. Send for a copy of "Close-ups" ... a portfolio of intimate glimpses into the private lives of corrugated boxes which deliver both the goods, and Package Dividends on your investment. Write **HINDE & DAUCH**, 4114 Decatur St., Sandusky, Ohio.



Better See  Authority on Packaging

FACTORIES: BALTIMORE • BOSTON • BUFFALO • CHICAGO • CLEVELAND • DETROIT • GLOUCESTER, N. J. • HOBOKEN, N. J. • KANSAS CITY, KANS. • LENOIR, N. C. • MONTREAL • MUNCIE, IND. • RICHMOND, VA. • ST. LOUIS • SANDUSKY, OHIO • TORONTO



Consult
MORRIS

PAPER MILLS

*for
practical packages
of all
types*

FOLDING CARTONS

•
CRACKER CADDIES

•
SUIT BOXES

•
LAUNDRY BOXES

•
HAT BOXES

•
CAKE BOXES

•
SAUSAGE BOXES

•
MORRIS LOCKTOP

PAPER CANS

FOR BULK

ICE CREAM

•
COUNTER DISPLAY

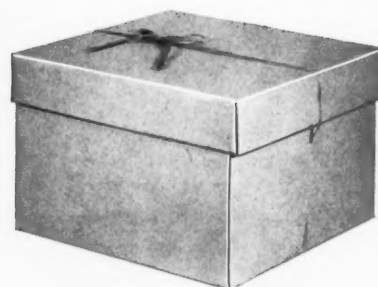
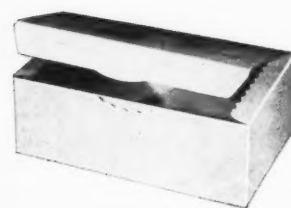
BOXES FOR

EVERY PURPOSE

MILLS & FACTORY

MORRIS, ILLINOIS

SALES OFFICE
135 S. LASALLE ST.
CHICAGO



Wirz client captures All-America

WITH Wirz *INGENIOUS* APPLICATOR TUBES

We congratulate our client, The Ohio Cosmetics Company, on the decision of the judges. Naturally, we are pleased to have a part in the production of another All-America winner. *It is our eighth.*

In this case it was our privilege to cooperate with the creator and patentee, Appli-Tube Company, Inc., in designing and producing the unique applicator tubes used by our client for their new Pledge line of manicure items which have made packaging and sales news. The intricate design

and assembly features of these applicator tubes add new sanitary convenience and sales appeal to the products, and prove again the adaptability of WIRZ Collapsible Tubes. Ours is a long experience in successful tube design and manufacture. *America's first tubes were WIRZ tubes.* If you have a packaging problem in creams, pastes, powders, liquids or semi-liquids, our Research Staff will gladly work with you to find the successful solution. Write us or call our representative.



Export Division — 751 Drexel Building, Philadelphia, Pa.

NEW YORK, N. Y.
30 E. 42nd Street

CHICAGO, ILL.
80 E. Jackson Boulevard

DANVILLE, CALIF.
A. G. Spilker

MEMPHIS, TENN.
Wurzberg Bros.

HAVANA, CUBA, Roberto Ortiz Planes

**COLLAPSIBLE METAL TUBES — TIN • ALUMINUM • TIN-COATED LEAD • LEAD
• LACQUER LININGS • WAX LININGS • WESTITE CLOSURES •
APPLICATOR PIPES • METAL SPRINKLER TOPS • HOUSEHOLD CAN SPOUTS**

NORTON Molded Plastics Container *Wins Prize!*



Filter Box for Eastman Kodak Company Takes Honors in All-America Package Competition

The versatility and wide scope of Norton Laboratory's molding plant and service are well-illustrated in this filter box for Eastman Kodak camera filters. The base is compression molded of black Bakelite thermosetting material on a hydraulic press, one of a large battery of this type in our plant. The yellow cover is molded automatically by the injection process of a thermoplastic material, cellulose acetate butyrate. Thus, in this one prize-winner, are displayed representatives of both basic types of plastic materials, both molding methods.

Because of our experience, and our ability to mold in all plastics, we are in a position to give you unbiased advice as well as complete service from design through finishing. Let us show you how plastics may improve your package.



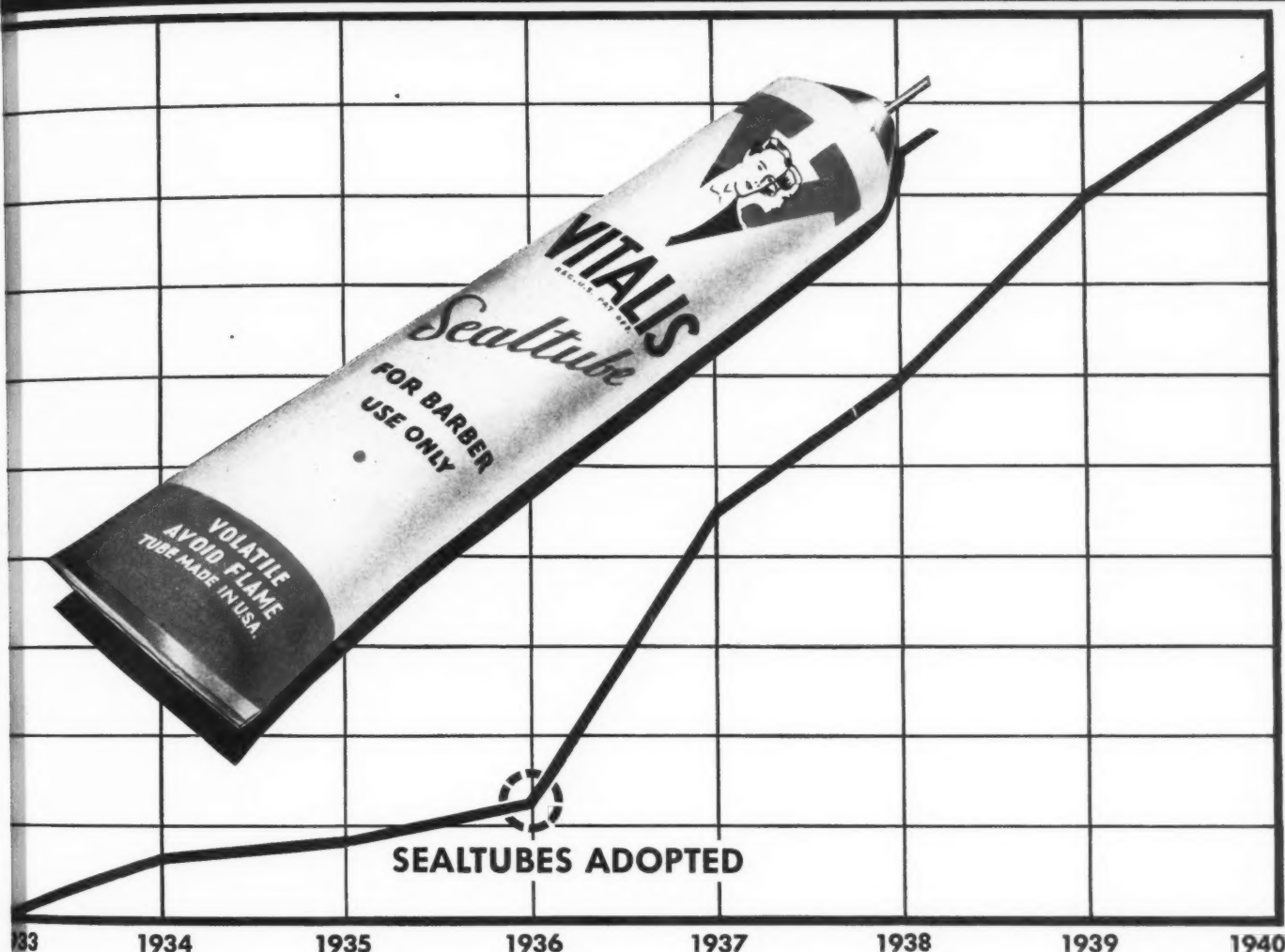
NORTON

Laboratories, Inc.

LOCKPORT

NEW YORK

Switch to SUN* SEALTUBES Helps Net Vitalis Huge Barber Sales Gain!



Neat, novel, single-application
Sun Sealtubes prove smash-
ing success — If you package
a single-use liquid product,
investigate Sun Sealtubes.

Barber sales of Vitalis are $2\frac{1}{2}$ times greater than they were before Sun Sealtubes replaced the old-style shaker bottle! Sun's new, single-application Unitainers for Vitalis have scored an instant and lasting hit in barber shops from coast to coast!

And no wonder! With sealed, non-refillable Sealtubes, customers know they're getting the genuine product they ask for...factory-fresh. The manufacturer doesn't have to worry about substitution and

counterfeiting. Because there isn't any!

From the retailer's standpoint, too, Sealtubes are a better type container. Leak-proof sealing and even distribution of metal help reduce leakage and breakage to a minimum.

Sun's designers are amazingly versatile! No matter what size or shape container your product requires—for single or repeat use—an inquiry will repay you. Write, wire or phone today!

*Reg. U. S. Pat. Off.

SUN TUBE CORPORATION, HILLSIDE, N. J.

CHICAGO, ILL.

James L. Coffield, Jr.
333 No. Michigan Avenue

CINCINNATI, OHIO

G. M. Lawrence
1012 Elm Street

ST. PAUL, MINN.

Alexander Seymour
701 Pioneer Building

LOS ANGELES, CALIF.

R. G. F. Byington
155 No. Vermont Avenue

Neostyle INC.

ESTABLISHED 1898
CHICAGO LOS ANGELES

*Producers of the only complete line of Transparent
Containers • Cellophane, Glassine, Pliofilm, Rigid Acetate*



**"WON HONORABLE MENTION 1941
ALL-AMERICA PACKAGING COMPETITION"**

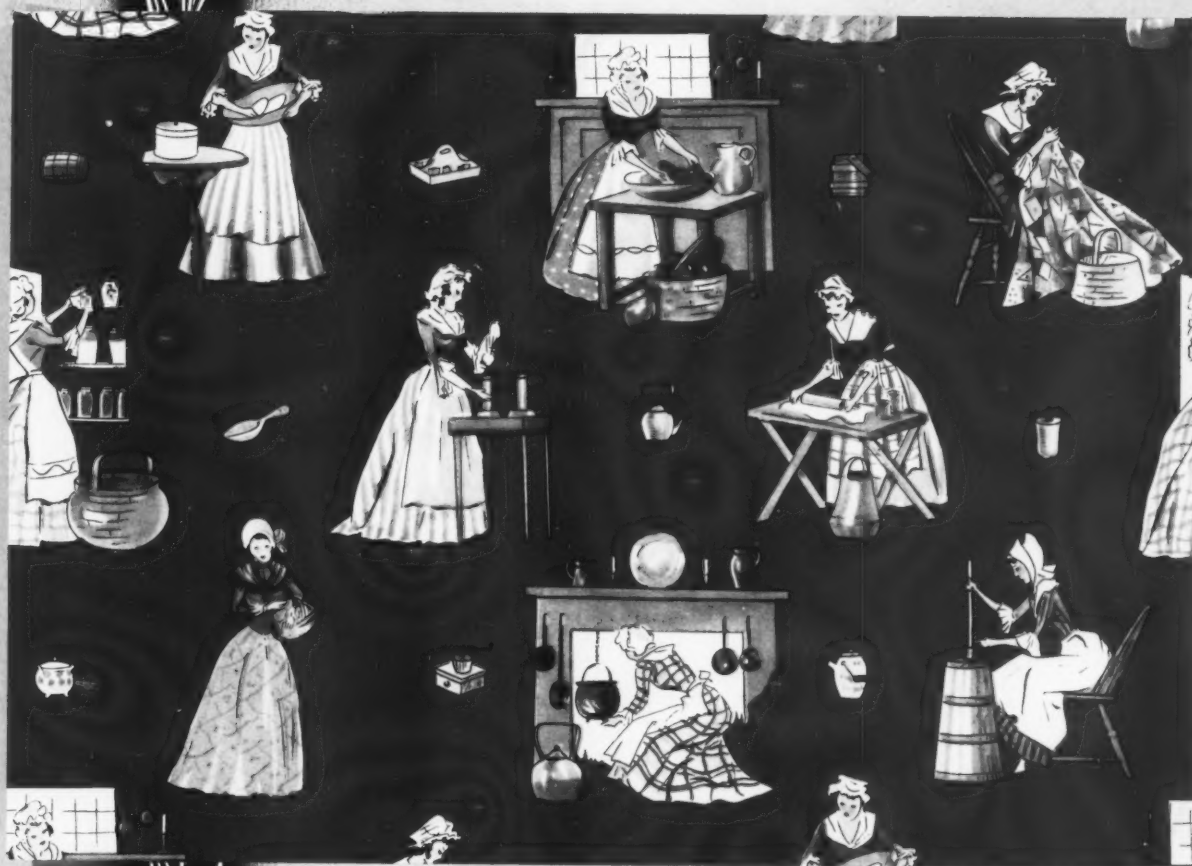
Neostyle's Latest Rotogravure Printed Package Fabricated from Goodyear's Pliofilm
Insures Garden Fresh Vegetables

Our services are available, without
obligation, to aid you in solving any
package problems that may confront you.

"**A**MERICA'S FIRST FAMILY"

produced for Cresca Company, Inc. by
Stecher-Traung Lithograph Corporation

WINS TOP AWARD



A distinctive wrapper in the Colonial style for the Cresca Company's fine line of Early American Savories! And to it goes the Top Award in the Family Group of the All-America Packaging Competition. Naturally, Stecher-Traung is pleased to have lithographed this beautiful wrapping which takes highest honors among thousands of entries... and to add another prize-winner to our ever-growing list of achievements.

STECHE-TRAUNG LITHOGRAPH CORPORATION

Rochester, N. Y.

San Francisco, Calif.

Offices in Leading Cities

For
SET-UP BOXES
of Every Type

E. N. ROWELL CO.

set-up boxes are made in many shapes and sizes, covered with all types of packaging paper. They are ideal for packaging and sampling of drugs, cosmetics, luxury products. The uniquely shaped powder box with the scalloped edges was designed by Laurence J. Colwell, Inc.



E. N. ROWELL CO., Inc. • BATAVIA, N. Y.

New York Office:
SEWELL H. CORKRAN
30 East 42nd Street. Phone:
Murray Hill 2-3447

Detroit Office:
H. E. BROWN
2842 W. Grand Blvd. 319 Curtis
Bldg. Phone: Trinity 2-0191

Hollywood, Cal. Office:
MISS LOIS ARMSTRONG
Guaranty Bldg., 6331 Holly-
wood Blvd. Phone: Hollywood
0111

Boston Office:
H. P. TUCKER
52 Chauncy St. Phone:
Hancock 0398

St. Louis Office:
THE DICK DUNN CO.,
Merchandise Mart Bldg., 12th
Blvd. & Spruce St. Phone:
Central 3544

Chicago Office:
H. A. MICHEL
134 N. La Salle St., Rm. 1421
Phone: State 4582



Mr. MacTavish has lost his r-r-r-rheumatism

It must be twenty years since Mr. MacTavish last did a Highland Fling. But, just catch him in an off-moment today, and you'll most likely find him executing a few sketchy steps, the while he hums an interpolation of "I Love a Lassie."

MacTavish hasn't felt so good in years! Never before has he effected such considerable savings in packaging costs; never before has his product had the display value and merchandising possibilities it has now. MacTavish praises the day he was first introduced to Union's paper packaging facilities.

You don't have to hail from "the land of the heather and the thistle" to appreciate the economies of modern paper packaging. We'll be glad to discuss your individual packaging problems with you whenever you say the word.

MEET MACTAVISH
at our exhibit at
THE PACKAGING SHOW
HOTEL STEVENS, CHICAGO
April 1st to 4th
Booth 409

UNION BAG AND PAPER CORPORATION

WOOLWORTH BUILDING · NEW YORK

DAILY NEWS BUILDING · CHICAGO



Use this COLOR to Build Sales

COLOR can do more than attract attention to your product. . . . The rich, deep color of Maryland Blue Glass will make your product look like a thoroughbred—a blue ribbon winner—and thereby win more sales for you. . . . Because, to all humanity, blue bespeaks prestige, quality, purity, dependability. . . . Blue builds confidence—and confidence builds sales.

Illustrated here is the Chesapeake Oval—one of many attractive stock designs in Maryland Blue. . . . It is carried in stock and ready for immediate delivery, in 4, 6, 8, 12, 16 and 32-oz. sizes, with black double shell caps furnished if desired. Send for samples today. . . . The Chesapeake Oval also is available, if preferred, in crystal-clear Maryland Flint.

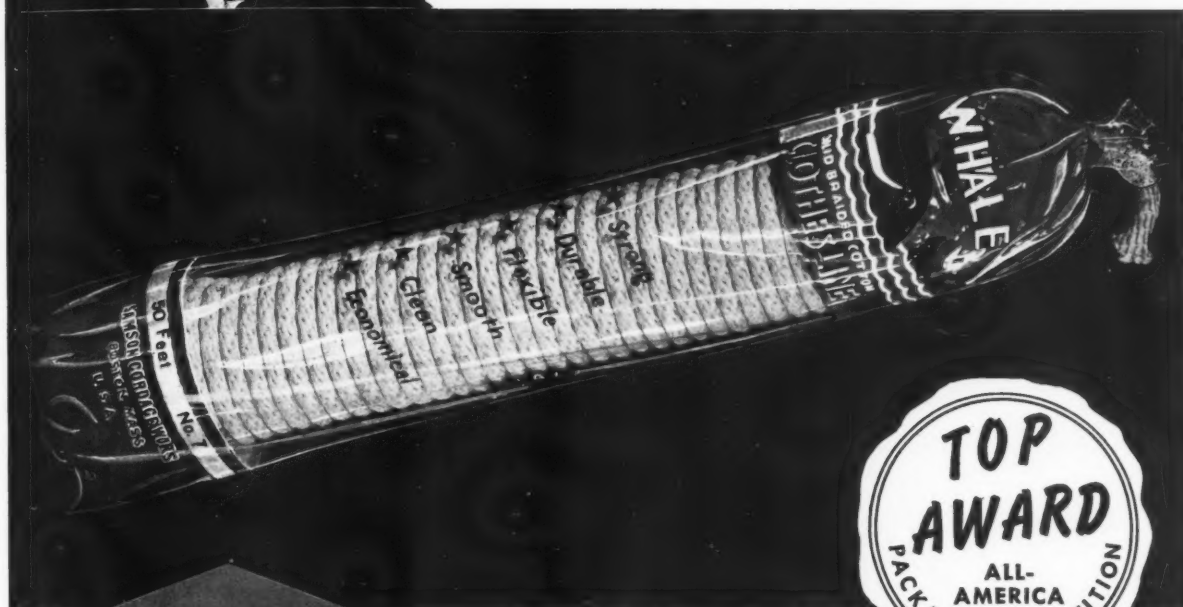
MARYLAND GLASS CORPORATION, BALTIMORE, MD. . . . New York: 270 Broadway . . . Chicago: Berman Bros., 1501 Laflin St.
St. Louis: Carl Floto, 908 Clark Ave. . . . Memphis: S. Walter Scott, 435 S. Front St. . . . Kansas City, Mo.: Aller Todd, 1224 Union Ave.
Cincinnati: J. E. McLaughlin, 401 Lock St. . . . San Francisco: Owens-Illinois Pacific Coast Company.

PACK TO ATTRACT IN
MARYLAND BLUE





**WELL OF ALL THINGS...
A CLOTHES LINE!
AND *SO* ATTRACTIVE!**



**STOPPER APPEAL
IN CLOTHES LINES?**

It *can* be done; it *has* been done! In this latest prize-winning package by Royal. Individuality where perhaps you'd least expect it... and positive assurance that products like this *can* be made to stand out attractively on display.

**A PACKAGE WOMEN
INSTINCTIVELY REACH FOR...
AUTOMATICALLY *BUY***

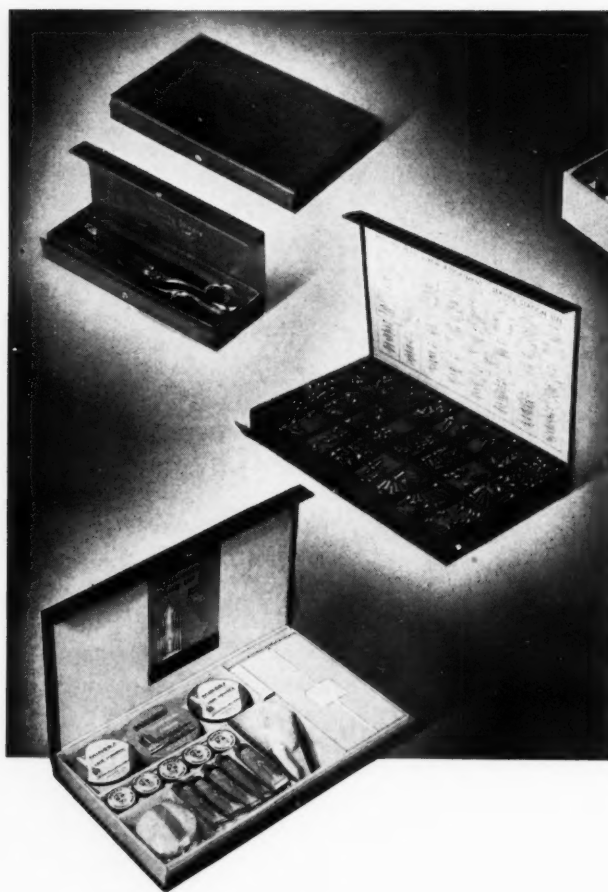
Practical, handy, economical; as durable as it is attractive. Are you interested in such a package for *your* product? The same designers who created this prize-winning package for Whale Clothes Lines will be happy to assist you with your problems. Write today for details.

THOMAS M. ROYAL & COMPANY

5800 NORTH SEVENTH STREET • PHILADELPHIA, PA.



BUTTON SHOES are out! But BUTTON BOXES are definitely in!



BUTTON boxes give that extra touch of appeal and solidity to a product. Take, for instance, the way a group of cosmetics has been converted into a *kit* which will be carried around as a unit by theatrical folk, simply by packaging the items in a sturdy set-up button-front box.

Scandore has applied this principle to many other products of such wide diversity as shears and assorted screws and men's toiletries. Button fronts (especially Scandore's exclusive drop front) make ideal gift and quality packages, and at unusually low costs.

Scandore has a complete set-up box and folding carton creation-and-production service to make every size, shape and color container of this type. We have a fine lithographic service for multi-colored wraps, too.

SEND YOUR PRODUCT AND WE'LL SHOW YOU
HOW THIS BOX CAN BE ADAPTED TO IT.

SCANDORE PAPER BOX CO., INC.

STEUBEN STREET, PARK AVENUE & EMERSON PLACE

BROOKLYN

NEW YORK

THE BRANDS IN MOST DEMAND WEAR THIS BAND!

THE LIST of firms that use "Cel-O-Seal" cellulose bands on their products reads like *Who's Who* in the wine, distilled spirits, drug, food and beverage fields.

Why do their packages have "Cel-O-Seal" bands? Because these colorful seals add attractiveness and sales appeal to the product. Because they give added protec-

tion against accidental loosening of closures during shipment, and thereby help prevent leakage, evaporation, contamination and tampering. And because "Cel-O-Seal" bands cost so little.

★

May we send you complete facts and figures, and sample-seal your package for you? No obligation.



CEL-O-SEAL
BANDS

Sold by

E. I. DU PONT DE NEMOURS & CO. (INC.)
"CEL-O-SEAL" SECTION
Empire State Building, N. Y. C.
ARMSTRONG CORK COMPANY
GLASS & CLOSURE DIV., Lancaster, Pa.
I. F. SCHNIER COMPANY
683-89 Bryant Street, San Francisco, Cal.

Congratulations Again

TO THE **Ridgelo** WINNERS
CLAY COATED
 IN THE 1940 ALL-AMERICA
 PACKAGE COMPETITION

• Earning All-America recognition year after year is a satisfaction to any member of the packaging industry. It is particularly welcome to us because we are a supplier to independent converters of boxboard. This means that contest entries of our product RIDGELO boxboard are made without our knowledge or influence. Thus the results are a pleasant surprise . . . no matter how small our share.

RIDGELO PACKAGING SERVICE INCLUDES:

- CLAY COATED BOXBOARDS**
for flat or solid inks
for varnish & lacquer
for halftones & multi-color work
for transparent laminating
- BRUSH FINISHES**
for high lustre—no extra impression
- LAMINATED PRODUCTS**
for high strength, special folding quality
for extra thickness
for grease & moisture resistance
- EMBOSSED DESIGNS**
for distinctive cartons
applied before or after printing
- COLORS**
for lifefast non-bleeding cartons
16 in stock



★
CLOSURES

Winner

PRODUCT

Shu-Milk Products Corp.
 "Ap-Li-Cap" Display
 CONVERTER
 International Folding
 Paper Box Co.
 North Bergen, N. J.

MADE AT RIDGEFIELD, NEW JERSEY BY LOWE PAPER COMPANY

CLEVER CARTONS DESERVE RIDGELO • ALL OTHERS NEED IT

• This is the occasion when we congratulate those whose packages of RIDGELO won prizes and also the others who submitted packages or just used RIDGELO during the year.

The RIDGELO line of packaging boards is larger today than ever before . . . use our service for all of the products listed on the opposite page and if you have a special requirement let us develop a board to your specifications.



FAMILY GROUP

Winner

PRODUCT

Cresca Co. Inc.—Spices

Folding Boxes

CONVERTER

Robert Gair Company, Inc.
New York City



FOLDING CARTONS

Honorable Mention

PRODUCT

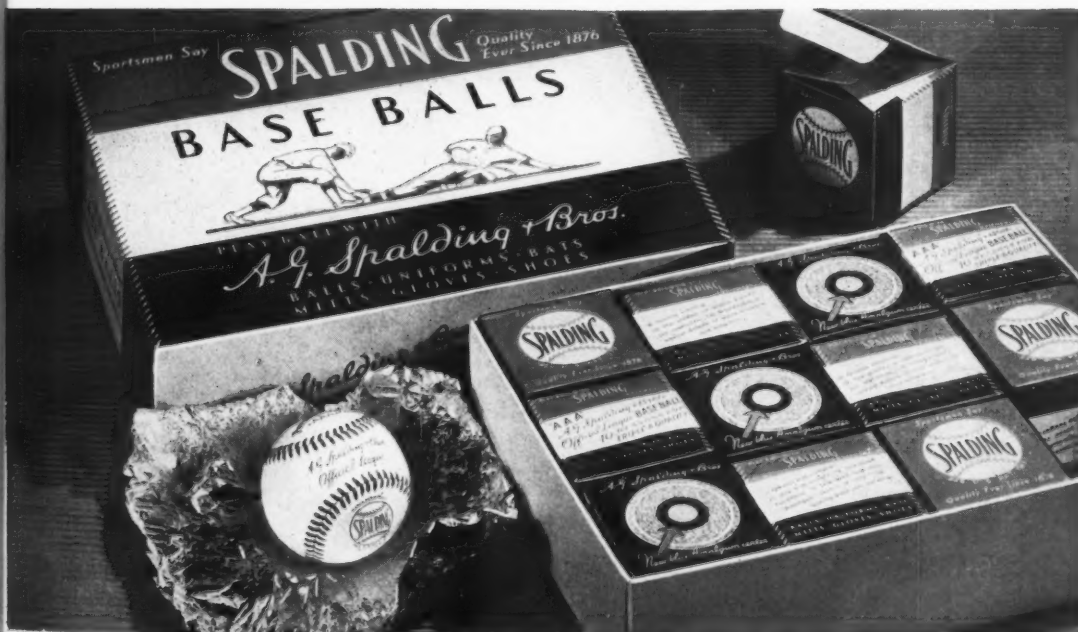
A. G. Spalding & Bros. Inc.

Single & Dozen Size

Baseball Package

CONVERTER

Folding Boxes, Inc.
Manchester, Conn.



MADE AT RIDGEFIELD, NEW JERSEY BY LOWE PAPER COMPANY



"Now that's what I mean
BY AN EYE-STOPPER"

SURPRISING how many manufacturers are finding in Translucent Beetle* exactly the qualities they are seeking to make illuminated displays that command attention and move merchandise.

See how William Jameson & Company, Inc. uses Beetle's lighted brilliance to spotlight KERRIGAN'S Whiskey at the point of sale. See how the George Rutledge Company of Montclair, N. J., manufacturers of this display, made Beetle do a double selling job... for KERRIGAN'S "Straight" and KERRIGAN'S in the drink you prefer, a feature appreciated by the dealer. But dealers also o. k. Beetle's smart appearance, attention and sales value and are quick to accord it a first class position when window, wall and counter space are at a premium.

Displays and signs of molded Beetle have many advantages...light weight, sturdy construction; scratch and shatter resistance that mean long life; permanent unfading color; economical production cost.

For unusual and striking colored effects in illuminated displays, Beetle will give you the results you want at low cost. Call on us today for suggestions in working out the solution to your sign, display or packaging problems.

AMERICAN CYANAMID COMPANY

Beetle Products Division

34 ROCKEFELLER PLAZA • NEW YORK, N. Y.



*Trademark of American Cyanamid Company applied to urea products manufactured by it.



Beetle

IT'S ALL COLOR
AND
IN ALL COLORS

Parade of **STOCK** *Bottles*

Drawn up for inspection are eight of the many attractive Swindell bottles that can be supplied from stock, making it possible for you to enjoy the sales advantages of smart packaging without a heavy investment in bottles.

BACK ROW (*left to right*)

C-39: 1/2 oz. to 16 oz.

D-62: 1/2 Dram to 8 oz.

A-273: 1/4 oz. to 16 oz.

A-347: 1 1/4 Dram to 8 oz.

FRONT ROW (*left to right*)

J-32: 1/2 oz. to 16 oz.

A-539: 1/2 oz. to 32 oz.

A-415: 1 oz. to 4 oz.

A-682: 1/8 oz. to 4 oz.

SWINDELL BROS.

BALTIMORE • MARYLAND

Latin American Representative
MR. ROBERTO GUTIZ, HAVANA, CUBA

280 FIFTH AVE
NEW YORK



When you think of bottles think of

Swindell

REPEAT ORDERS COME FASTER

...for "5 and 10" Products using
ADDISON DISPLAYS

THE value of a card that displays an item is determined by its eye appeal. It must look inviting and show the quality and utility of the product.

If you are planning to market a product in the chain store field or have one that is not moving fast enough, we believe we can help you. We know this field. Many hundreds of items bought at "5 & 10" counters every day are attached to Addison Lithographed cards.

May we submit
an idea for your con-
sideration, without
obligation?

During the past 30 years we have designed display cards, packages, labels and wrappers for nationally known cosmetic, hair curler and bobbie pin manufacturers, and many others.

DISPLAY CARDS — CARTONS — LABELS — WRAPS — COUNTER DISPLAYS

ADDISON LITHOGRAPHING COMPANY

500 FIFTH AVENUE, NEW YORK ROCHESTER, N. Y. 64 WEST RANDOLPH ST., CHICAGO



FREESIA - - A NEW BOX COVER PAPER - - by HAZEN

The elusive hues and loveliness of this Floral Design were produced in rolls by Four Color Process Printing.

By this Process method, colorful designs can be faithfully reproduced on metallic or colored backgrounds that are waterproof and rubproof.

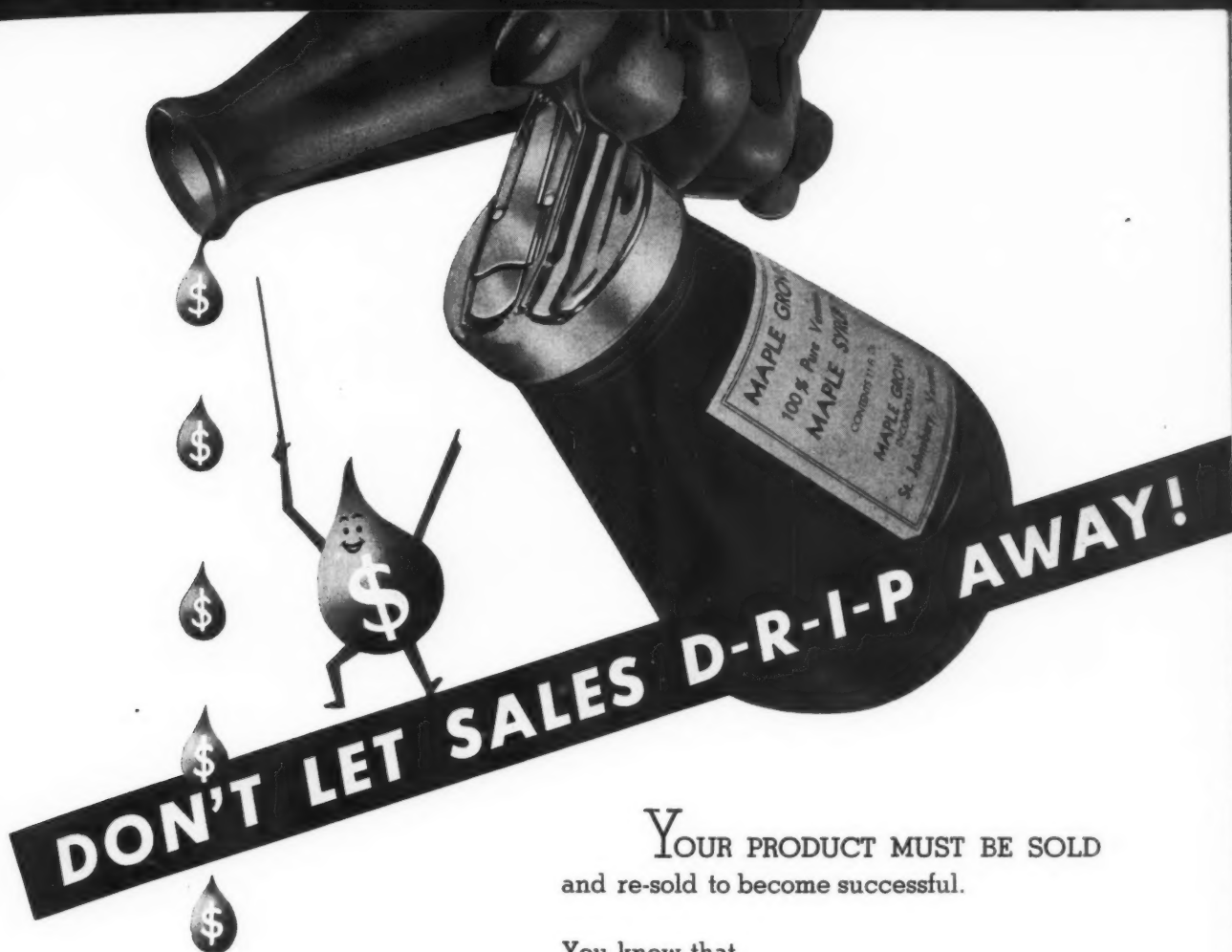
Available in roll form, a very important economy factor, special sizes in both rolls and sheets (sheets cut to mark if necessary) can be made to fit the job — often without waste.

Process Printing offers unlimited possibilities and will help you solve cover, wrap and label problems. We should be glad to advise you about designs you are now using or those under consideration. No obligation, of course!

This is "FREESIA" No. A5-22. It is also available in other colors. Sample sheets will be gladly sent on request!

HAZEN PAPER COMPANY

HOLYOKE, MASSACHUSETTS



YOUR PRODUCT MUST BE SOLD
and re-sold to become successful.

You know that.

But—are you making it as easy for the consumer as you should? Are you enabling him to use your product efficiently and pleasantly? Or are your re-sales spoiled by reason of difficult dispensing of your product?

Federal functional servers and sprayers enable consumers to use the most "difficult" liquid and semi-liquid products—foods, toiletries and household specialties—without mess or waste. Federal servers make sale packages dispensing packages—bring your product direct to the table and *satisfactorily*. Federal sprayers make the use of window cleaners, mothproof sprays and so on a pleasant and delightful task. Sprayers are available in metal or in colorful plastic.

Hence, the millions of annual sales of Federal topped products. Let us show you how to put this proved merchandising force to work for your product.



▲ (ABOVE) Federal sprayer closure is used to dispense Tavern window cleaning fluid.



▼ (BELOW) Federal server top makes Nature Maple Syrup easy and pleasant to use.

Federal **TOOL CORPORATION**
400 NORTH LEAVITT STREET • CHICAGO, ILLINOIS



Exact Weight Scales

Check Two Prize WINNERS



HERCULES POWDER CO.—Honorable Mention—Shipping Containers for bagging Truline Binder and Pulverized Vinsol Resin. Multiwalled kraft paper bags are ideally handled on Model #2226 heavy duty EXACT WEIGHT Sacking Scales. The operation is in the Hattiesburg, Miss., plant of the corporation.

THE fact that two prize winning firms in vastly different industries used EXACT WEIGHT Scales in their packaging operations is a marked indication of the broad scope, utility and quality of our equipment. It is also a fact that we serve more than 50,000 corporations, firms and individual packagers in fifty-three major American Industries from coast to coast. No matter what the product, if it's packaged from bulk EXACT WEIGHT is there. Users, 50,000 of them, have discovered that EXACT WEIGHT Scales are a sound equipment investment . . . they insure your profits. Write for the new illustrated broadside—it's free for the asking.

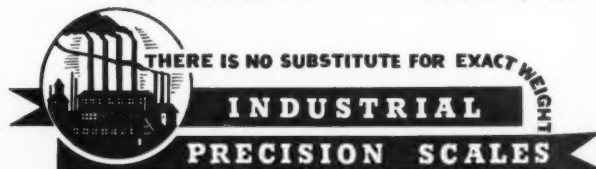
1941—"The Silver Anniversary
of Exact Weight"

**In the
All-America
Package
Competition . .**



DEFENDER PHOTO SUPPLY CO.—TOP AWARD—Family Group. This unusual group of fine packages in wide range fraction ounce capacities are filled and check-weighed on several different models of EXACT WEIGHT Scales. Accurate weights guarantee a profitable operation in this company's modern plant in Rochester, N. Y.

THE EXACT WEIGHT SCALE CO.
222 W. Fifth Ave. Columbus, Ohio



UNIT DISPLAYS



ONE, TWO or THREE

Packages making a self-contained display unit . . . here is a most practical folding box treatment that combines into an effective counter display for one, two or more items to be sold either separately or as a group.

Because it folds, it packs snugly and with minimum bulk. Because of the background surfaces there is generous space for color, illustration or descriptive copy. And, because it is compact in size, this WARNERCRAFT unit is more than likely to receive consideration where larger displays fail.

Possibly something like this may help some product of yours. At least, we will be pleased to discuss it or other WARNERCRAFT designs with you.

WARNERCRAFT
THE FINEST WORD IN PACKAGING

WARNERCRAFT offers a complete cardboard packaging service, with Set-Up or Folding Boxes to best suit the particular item that you sell, and our full time Designing staff is experienced in merchandising and display.

THE WARNER BROTHERS COMPANY

BOX DIVISION—BRIDGEPORT, CONNECTICUT
200 Madison Avenue, New York, N. Y. ASHland 4-1195

"Maidenhood" by George Grey
Barnard, Brookgreen Gardens, S. C.



SCULPTURED Beauty

RECAPTURED IN PLASTICS



COMplete molding facilities of the most advanced type plus 21 years of experience enable us to mold plastic packages and packaging accessories of practically any color, shape and specification—either opaque, translucent or transparent.

We are well equipped to handle big production at low unit cost. We fabricate from fifteen different plastics. Our designing and engineering staff will be glad to cooperate with you in recommending the proper materials and processes for your own particular use.

Call on us to aid you in the solution of your plastic problems. A consultation involves no obligation.

HERE ARE SOME OF THE PACKAGING ITEMS WE ARE CREAT- ING FOR LEADING MANUFACTURERS

BOXES FOR: Candy, Gloves, Handkerchiefs, Hair Pins, Jewelry, Make Up, Pins, Puffs, Shaving Sticks, Watches.

CASES FOR: Cameras, Clocks, Compacts, Electrical Apparatus, Instruments, Jewelry, Novelties, Pens & Pencils, Razors, Syringes, Thermometers, Vanity.

CLOSURES FOR: Bottles, Boxes, Cans, Jars, Tubes.

DISPLAY STANDS of all sizes and specifications.

MACK MOLDING COMPANY

Wayne, New Jersey

Plant 1—Wayne, N. J.

Plant 2—Waterloo, Que., Canada

Plant 3—Arlington, Vt.

SALES OFFICES IN NEW YORK CITY, CHICAGO, DETROIT, INDIANAPOLIS and ST. LOUIS

FROM HAND LOTIONS TO LIQUEURS . . .

"Bakelite" Plastic Closures Help Packages to Sell!

WHEN selecting closures for your packages, consider all of the many features essential to successful merchandising that are obtained economically with BAKELITE Plastic Closures, in either stock patterns or private designs.

Here is eye-compelling color
available in a complete variety of hues to meet every styling need . . . lustrous color that is self-contained and will neither wear off nor be affected by the contents of the package.

Here is product identification
clearly and permanently embodied right in the closure itself . . . an ever-legible reminder of your name and trade-mark whenever the package is used.

Here is uniformity in size
together with the non-swelling and non-shrinking characteristics necessary to assure a tight, yet always easy-to-open-and-close seal.

Further information on molded closures and packages is presented in our 52-page illustrated booklet 23 C, "A Guide to Modern Packaging with BAKELITE Materials." Write for your free copy today.

Closures by (left to right): Victor Metal Products Corp., Anchor Cap & Closure Corp., Mundet Cork Corp.

BAKELITE CORPORATION
Unit of Union Carbide and Carbon Corporation



30 EAST 42ND STREET, NEW YORK

BAKELITE

The word "Bakelite" and the identifying products



Symbol are registered trade marks of Bakelite Corporation

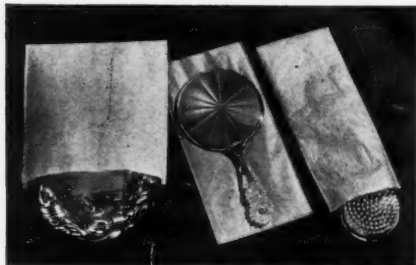
PLASTICS HEADQUARTERS



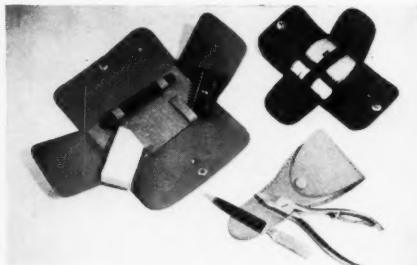
COTTONLUXE

FOR SEWN CONTAINERS

COTTON-LINED ENVELOPES • FLANNEL BAGS • LEATHERETTE CASES



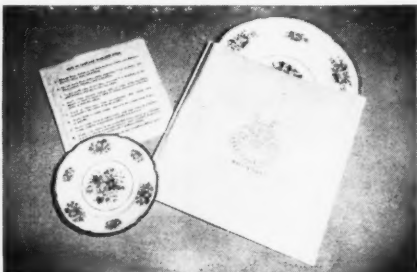
1. Our non-tarnishing cotton-lined paper bags give complete protection to Silverware, Dresser Sets and similar articles with highly polished or enameled surfaces.



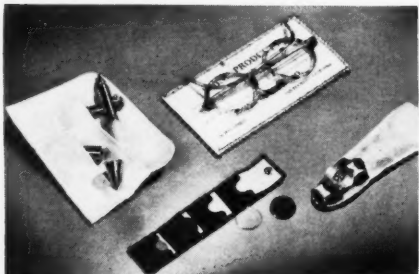
5. Attractive leatherette cases like those pictured above are almost a necessity in packaging articles such as Razors and Manicure Implements.



2. Metal Novelties—Vanity Cases, Jewelry, Mirrors, etc.—have added sales appeal when marketed in these non-tarnishing flannel and cotton-lined paper bags and envelopes.



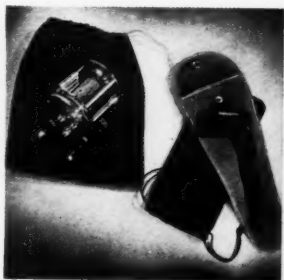
6. A new high in the packaging of Fine China—each piece in its own KIMPAK-wadding-lined paper bag, with instructions printed on the back on how to care for china.



3. Flannel, cotton-lined paper and leatherette containers lend an air of value to Air Brushes, Eye-Glass Frames, Photographic Filters and Range Finders.



7. An impregnated Cleaning Cloth and a Folding Electric Iron—two worthy traveling companions in their suede leatherette containers with snap and slide fasteners.



4. Dressed up in flannel bags with drawstrings and snap fastener, this Fishing Reel and Pipe are going places.

SEWN CONTAINERS are often the solution of troublesome packaging problems.

When you want to dress up your product, furnish a protective covering, or supply a case to hold compactly one or more separate units which make up an item, a sewn container is your answer.

Glance at the illustrations on this page and read the brief descriptions.

They may give you some idea of the wide possibilities of COTTONLUXE CONTAINERS.

Write for samples—Tell us your problem—Let us try to design a SEWN CONTAINER that will help to sell your product.

Cottonlux
Manufacturing Co.

593 EAST 137th ST.
NEW YORK • N. Y.



Combination set-up and rigid transparent container of Lumarith Protectoid by Old Dominion Box Co. for Becker's "Perfecta" Fruit Cake. Printed Lumarith Protectoid wrap by Shellmar Products Company, for P. M. A. "Gold-n-Rich" Cheese.

There are 130,000,000 Americans from Missouri

... and they all want to be shown! No wonder transparent packaging is the child prodigy of modern merchandising.

But—merely "showing" is no longer enough. To the virtue of transparency you must add ingenuity, showmanship, beauty—and, less glamorously, a full measure of durability.

Lumarith Protectoid is the transparent packaging material that fits the picture perfectly.

- It stays smooth and sparkling—never shrinks or wrinkles.
- It does not discolor or dry out with age.
- It has a perfect printing surface.
- It is readily available in all thick-

nesses—for windows, wraps, envelopes, rigid containers, laminations.

Beside, you get the advantage of Celluloid's experience and technical advisory service—covering design and construction problems, and cements tested and proved for every application.

Certainly you will want full details on Lumarith Protectoid for your own use. Write *Packaging Division*, CELLULOID CORPORATION, 180 Madison Ave., New York City. Established 1872. Sole Producer of Celluloid and Lumarith. (Trademarks Reg. U. S. Pat. Off.)

If you are working on a transparent package...

Get in touch with
CELLULOID

also Headquarters
for PLASTICS

LUMARITH PROTECTOID

Three Sales for One

Based on the beauty of

Catalin

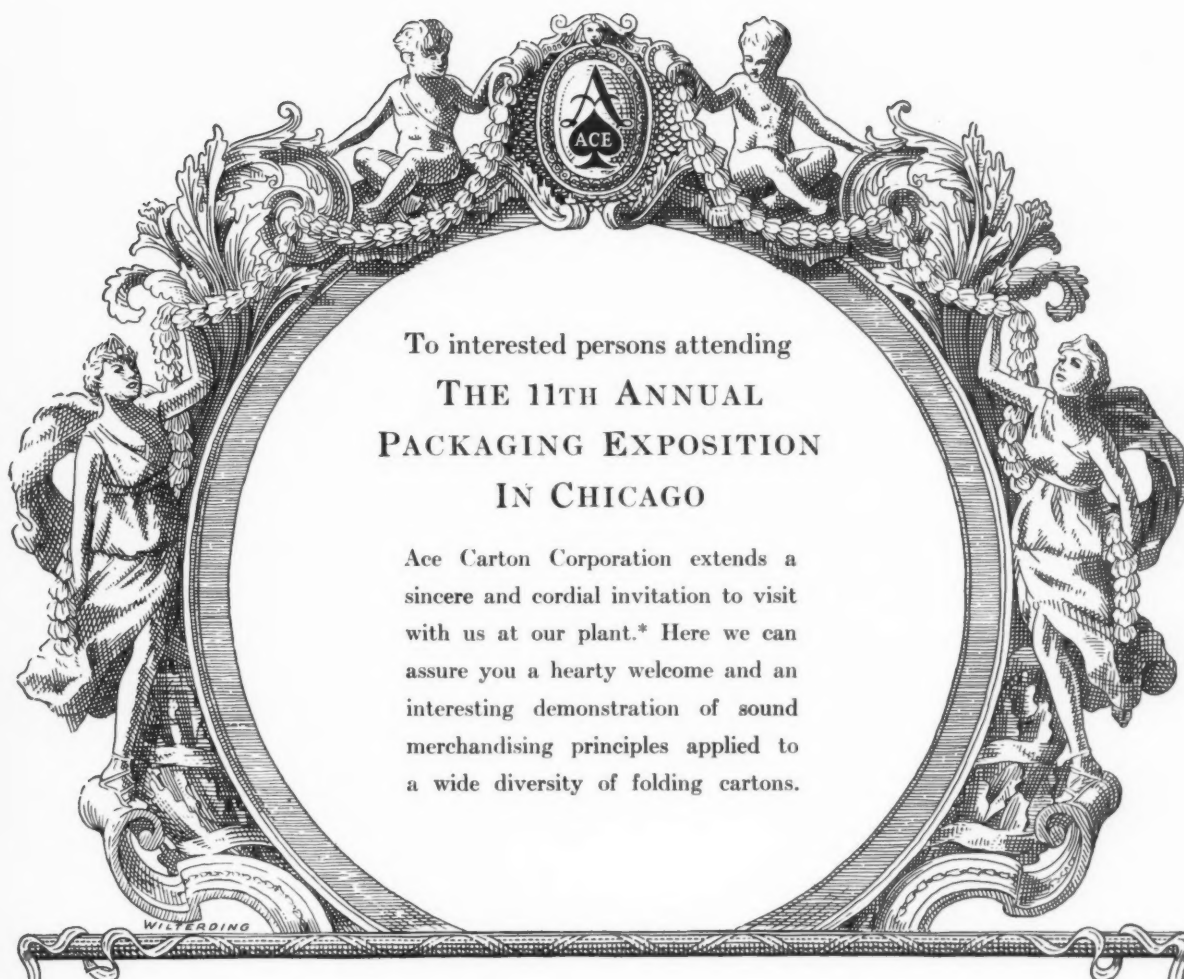
With less than six ounces of colorful CATALIN, Mary Dunhill supplies the impulse that converts a one product sale into a three product purchase! The base*, intriguingly designed of gem-like CATALIN—serves as a cosmetic bar—provides an inseparable arrangement for the featured beauty aids—and brings a much desired touch of charm to one's dressing table.

Unquestionably, color and beauty are today's strongest selling assets. When expressed in transparent, translucent or opaque CATALIN, your product enjoys maximum appeal—at minimum cost.

CATALIN CORPORATION
ONE PARK AVENUE, NEW YORK

*Designed and Fabricated by
Plastic Turning Company, Leominster, Mass.
Catalin is a reg. trademark





To interested persons attending
**THE 11TH ANNUAL
PACKAGING EXPOSITION
IN CHICAGO**

Ace Carton Corporation extends a sincere and cordial invitation to visit with us at our plant.* Here we can assure you a hearty welcome and an interesting demonstration of sound merchandising principles applied to a wide diversity of folding cartons.

ACE CARTON CORPORATION

Folding Paper Cartons • Folding Displays • Display Containers

2542 South 50th Avenue • Cicero, Illinois • Telephone: Crawford 0111



**OR... a letter outlining your folding carton problems will be intelligently answered*

There is no finer
Cosmetic Container
than a Karl Voss box



... Consistent ...

THE TOP AWARD FOR THE FOURTH CONSECUTIVE YEAR
American Memories Perfumery Depot Gift Package
and

HONORABLE MENTION . . . Program Dermetics Smart Set.

MANUFACTURERS
AND
DESIGNERS
OF FINE PAPER BOXES



KARL VOSS CORPORATION

HOBOKEN

Division of Shoup-Owens, Inc.

NEW JERSEY

Kimpak*

REG. U.S. PAT. OFF. & FOREIGN COUNTRIES

CREPE WADDING

beautifies as it protects products in transit!

Today—everything is designed to beautify as it protects . . . from the clothes we wear to the rugs on our floors.

Likewise—KIMPAK* Crepe Wadding is designed to “dress up” your package while protecting it against mars and breakage.



Showing how Lightfoot Shultz Co. use KIMPAK in their beautiful American Regency Soap package.

Candlecraft Studios (Socony Vacuum) protect their packaged candles with KIMPAK.



The resilient “shock absorber” action of KIMPAK gives your product maximum protection with minimum bulk. Some users report they’ve decreased the size and weight of their shipping cartons since switching to KIMPAK.

KIMPAK definitely gives class to your package . . . whether it’s soap or small radios. And the sales advantage of an appealing package shouldn’t be underestimated.

Hill Top Orchards and Nurseries, Hartford, Mich., protect apples in gift box with 7-ply KIMPAK.



And KIMPAK puts an end to muss and fuss in your shipping room. Available in rolls, pads or sheets cut to size—and in a variety of textures. KIMPAK is inexpensive, light-weight, flexible . . . as easy to use as a piece of string.

Kimpak

REG. U.S. PAT. OFF. & FOREIGN COUNTRIES

CREPE WADDING

*protects your product
dresses your package*

*REG. U. S. & CAN. PAT. OFF.

Copyright 1941. Kimberly-Clark Corp.



This FREE Portfolio is worth money to you!

Address nearest Kimberly-Clark sales office: 122 East 42nd Street, New York City; 8 South Michigan Avenue, Chicago; 510 West Sixth Street, Los Angeles.

Please send me new FREE 1941 Portfolio of KIMPAK.

MP-3-41

Company

Address

Attention of

Our product is



Printed by Robert Gair Company, Inc.



Printed by Doris C. Danner Co.



Printed by Robert Gair Company, Inc.



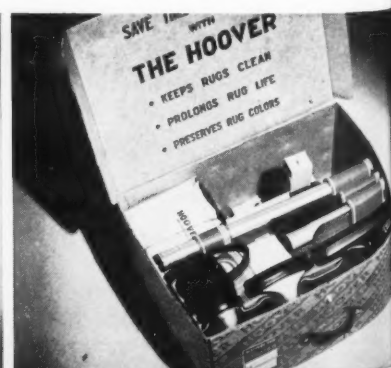
Printed by Milprint Incorporated



Printed by Milprint Incorporated



Printed by The Dabackman Company



Printed by The Island Container Co.

AGAIN! MORE "ALL-AMERICA" AWARD WINNERS

◀ These "All-America" Winners Are

This year, as in years past, more "All-America" prize-winning packages were printed with IPI inks than with the inks of any other manufacturer. Once more, IPI's leadership in the package ink field has been *proved*, not only by the choice of the "All-America" winners, but by the use of IPI inks on thousands and millions of packages printed every day.

In the folding box field, in the bag and wrapper field, in the fibre container field, in the label field, in the metal lithography field, IPI's extensive research has produced inks to speed printing and improve quality. There are IPI inks like instant-

"ALL-AMERICA" PACKAGE USE IPI INKS!

Among Those Printed With IPI Inks

drying Vaporin—Lithox, for finer lithographic work—Anilox, the new fast color inks for aniline-type presses.

New Anilox printing units are now available to assure even ink distribution and much greater production in envelope, label, bag, and other types of printing on a variety of stocks.

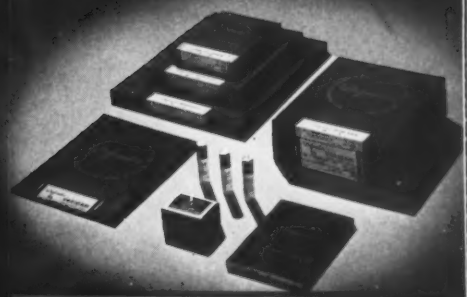
Write us for more information on these developments. If you have an ink problem, consult with IPI. Let IPI research and IPI experience work for you! International Printing Ink Division of Interchemical Corporation, Dept. MPM, 75 Varick Street, New York City.

LEADING PACKAGE

PRINTERS,

"ALL-AMERICA"

WINNERS USE...



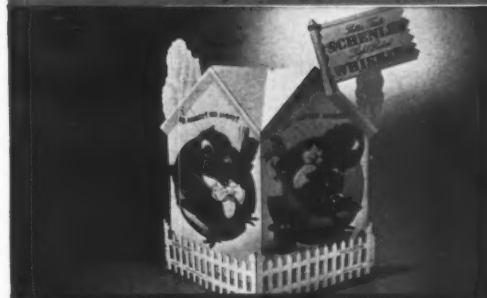
Printed by John A. Lewis and Sons



Printed by Intl. Folding Paper Box Co., Inc.



Printed by A. H. Wier Inc.



Printed by Polygraphic Company of America



Printed by Davis, Delaney & Barry, Inc.



Printed by National Folding Box Co.

2 out of 3

Top Awards in Window Display

... for the first time to a single lithographer!

won by **Einson-Freeman** ... in the

10th Annual All-American Package Competition



TOP AWARD in Floor Display
... for Safeway Stores ... Life-like
farmer, with life-like vegetables
... Designed by Einson-Freeman

TOP AWARD
in Window Display for Rheingold
Beer. The Rheingold Girl scores
high! Designed by Einson-Freeman



... **A**NOTHER "Academy Award" ... for "moving pictures" other than those of Hollywood ... pictures that *move* people to buy, and stop them from moving by ... pictures that stop the eye, stir the memory, step up the cash receipts! ... **S**pecialists in display, Einson-Freeman is the first producer to merit two of a total three top awards for window display ... as well as a first award for floor display, and an Honorable Mention for ingenuity in the Tenth All-American Package Competition ... **B**ut the real awards come from our customers ... in the satisfaction and recognition of better work, better done ...

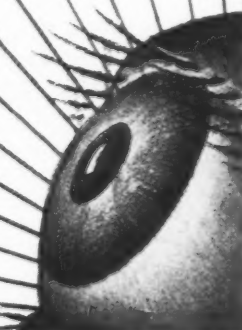
EINSON-FREEMAN Co., Inc., Lithographers


STAR & BORDEN AVENUES, LONG ISLAND CITY, NEW YORK

Honorable Mention for ingenuity ... Agfa-Ansco's two-faced easel display, exposes second design when turned over, does the work of two displays ... Designed by Einson-Freeman



TOP AWARD in Window Display for Ballantine's. A realistic hot man suggests a cold beer. Designed by CHARLES BARNES ... produced by Einson-Freeman





WE OFFER YOU A SERVICE BUILT UPON
THE KNOWLEDGE GAINED IN OVER A
QUARTER OF A CENTURY'S EXPERIENCE
IN DESIGNING AND PRODUCING QUALITY
MERCHANDISING PACKAGES . . .



SEE OUR DISPLAY AT THE
11th ANNUAL PACKAGING EXPOSITION

THE PILLIOD CABINET COMPANY • SWANTON, OHIO

III
III
III
TION

By the Way
BRIGHT GOLD

STANDARD & BARNARD & CO. LTD.
MANUFACTURERS OF
STATIONERY & BOOKS
10, ABINGDON ROAD, LONDON, E.C. 4

STANDARD & BARNARD & CO. LTD.

STANDARD & BARNARD & CO. LTD.
STANDARD & BARNARD & CO. LTD.

THE UNIVERSITY OF CHICAGO

LIBRARY

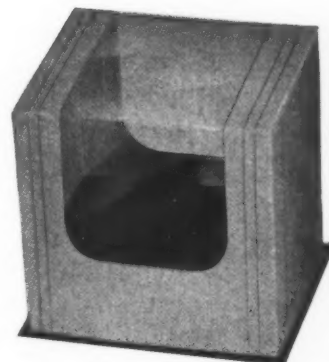
Look at LOOKIT* ..Your Customers Will!

LOOKIT boxes are undeniably attractive. Their sparkling transparent windows give a clear view of the contained merchandise. And their set-up construction gives them rigidity—and your product, protection—which makes them stand up and sell under rough handling. Ideal for golf balls, haberdashery, cosmetics, silverware, and any other product which utilizes a rigid transparent or set-up box.

Color possibilities are infinite, both on the paper wrap and on the acetate window, which may be printed if desired.

STRAIGHT SET-UP

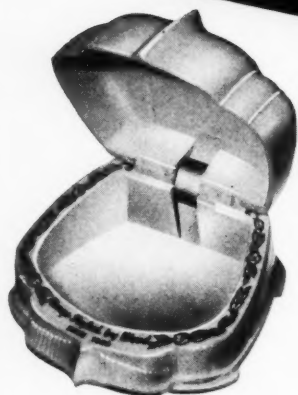
boxes with beautifully embossed and printed wraps are also included in our complete box-making service. Leaders in a dozen fields choose us as their box creator because of our extensive design and production facilities.



*"LOOKIT" box Trade Mark Reg. U. S. Pat. Off. Made under one or more following U. S. Patents. Des. 108605-108606. Other Patents Pending.

Come to
flower City Specialty Company
ROCHESTER NEW YORK
New York Office • 30 East Forty-second Street • Murray Hill 2-3447

The **TRIPLEX HINGE***
Is one of the EXTRAS of
Rathbun MOLDED BOXES



Triplex Hinged Jewelry box with molded bearing surfaces. Open to the fixed angle. Closed, giving perfect protection to the contained merchandise.



Triplex Hinged ring box with inserted metal bearing surfaces, for special requirements Open, Closed.



Watch boxes for Elgin, Gruen, and Longines-Wittnauer watches. Ring boxes for quality rings.

This famous hinge is incredibly simple in construction and just as amazing in its action. Hinge abutments and catches are eliminated completely from packages equipped with the Triplex Hinge. The opening angle of the box cover can be controlled to any necessary degree. The Triplex Hinge is strong and will stand up under a good deal of punishment, consistently opening to the fixed angle and giving perfect closure.

* U. S. Pat. No. 1,833,305; 2,045,133.

New finishes, decorations, designs and economical methods of production are further features of Rathbun plastic box-making service. The advantage of the patented Rathbun Triplex Hinge, the simplest and most foolproof hinge ever devised for plastic boxes, is another "extra" in Rathbun service.

Our designers will gladly offer appropriate and distinctive ideas for your product's package.

Rathbun

MOLDING CORPORATION
SALAMANCA **NEW YORK**

CHICAGO OFFICE, 35 E. Wacker Drive
NEW YORK OFFICE, 103 Park Avenue

FOR MORE ECONOMICAL, FASTER, EASIER BOX STITCHING



ACME SILVERSTITCHERS

Box stitching can now be done faster and easier at lower cost...with Acme Silverstitchers. This new type Acme stitching equipment enables manufacturers in many industries to effect important economies. Sealing by stitching is five times faster. The holding power average, by actual test, is twice as strong as other sealing methods. Because less material is used, sealing costs are cut as much as 50%. Acme wire and equipment function as a unit. Teamed with Acme Silverstitch or Colorstitch, Acme Silverstitchers assure stitching satisfaction year after year.

AVAILABLE IN 3 TYPES

Acme Silverstitchers are furnished in three types... Straight Arm Silverstitcher, Bottom Silverstitcher and the Combination Silverstitcher. No matter what kind of stitching job you have there is an Acme Silverstitcher best suited to your needs. Mail the coupon for full details.

✓ CHECK THESE ACME SILVERSTITCHER FEATURES...

Adjustable single pedal control.
Few moving parts mean lower maintenance costs.
Vital parts are reversible.
Low power consumption.
Heavy duty construction for long service.
Silent V Belt drive.
Wide, comfortable foot-rest treadle.
Resilient one-piece feed wheels.
Handles two gauges of Silverstitch without adjustment.

Conveniently placed starting and stopping toggle safety switch.

Overfeed with adjustable spring tension and unique wire friction plug provide constant and even flow of wire.

Extra long life of main drive anti-friction bearing assured by use of genuine Promet bronze.

Mechanism is guarded for maximum safety.

Individual parts are precision made and are interchangeable.

Friction brake spring maintains continual pressure on clutch hub and simplifies brake adjustments.

Easy to operate... runs smoothly and quietly... efficient... Modern.

Economical.

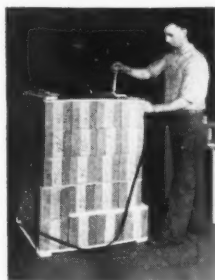
Guaranteed.

ACME *SilverStitch* FOR SPEED—ECONOMY—IN STAPLING



Stapling is faster—more boxes can be stitched per day with Acme Silverstitch. Uniform temper, width and thickness assure economy and satisfactory results. There are fewer stops for coil changes as Acme Silverstitch is supplied in *one piece*—five and ten-pound coils. Mail coupon for details.

SHIPPING AND HANDLING COSTS CUT WITH ACME *SteelStrap*



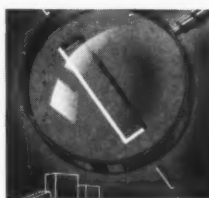
For a stronger, safer container... for lower shipping and handling costs... you can bank on Acme Steelstrap and equipment. Used for reinforcing all kinds of shipping packs—cartons, boxes (wooden or fiber), crates, bundles, skids—to assure important savings in labor, material and time.

By bundling small packages into one unit with Acme Steelstrap, it is sometimes possible to secure a more economical express classification. Additional economies are possible with large units, too... reinforced with Acme Steelstrap, they may be shipped in lighter weight and less costly containers.

If you want to be sure that your handling and shipping costs are the lowest possible—that you are obtaining maximum protection—send for the new free book, "Stopping Profit Leaks." It is yours without obligation.

ADD EYE-APPEAL TO PACKAGES with ACME *ColorStitch*

Your packages are dressed up with this colorful stitching wire. It can blend or contrast with your printed package, adding "eye appeal" to cartons and boxes. Improved appearance more than makes up for the slight extra cost. Mail the coupon for a color card.



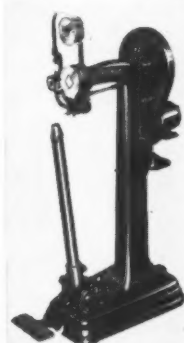
FOR BRACING SHIPMENTS ACME *Unit-Load Bands*

Every carload shipment is "Bound to Get There"—with the Acme Unit-Load Process.

This is a quickly applied and inexpensive method of bracing carload freight...

straight and mixed loads... car doors... pool and stop-over cars. Makes loading and unloading easier and safer.

Freight charges are lowered (less tare weight). Damage claims are eliminated—customer goodwill is protected. Send today. Mail the coupon for the Acme Unit-Load Book.



ACME STEEL COMPANY
2843 Archer Ave., Chicago, Ill.

Send full details on

- ☐ Acme Silverstitchers
- ☐ Acme Silverstitch
- ☐ Acme Colorstitch
- ☐ Acme Steelstrap
- ☐ Acme Unit-Load

Name _____

Address _____

City _____

State _____

ACME STEEL COMPANY

2843 Archer Avenue, Chicago, Illinois

Branches and Sales Offices in Principal Cities



SEE-THRU

"SHOW WHAT YOU SELL"

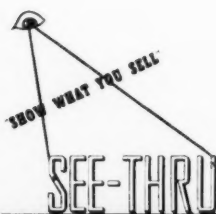
SEE-THRU CONTAINERS and DISPLAYS are made in the following combinations:—all acetate, acetate and metal, acetate and cardboard. Available either printed or plain in a variety of sizes and shapes.

SEE-THRU CONTAINERS are custom built to fit your product. All inquiries receive the careful attention of our experts who are at your disposal without obligation.

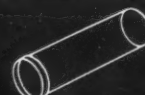
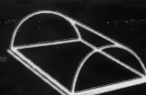
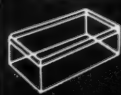
We also carry in stock a large assortment of SEE-THRU BOXES and SEE-THRU DISPLAYERS.

GEO. V. CLARK CO., INC.

Manufacturers of TIN CANS • TIN BOXES • METAL STAMPINGS • Plain and Decorated
42-26 THIRTEENTH STREET, LONG ISLAND CITY, N. Y.



TOBACCO • FINE LINENS • HABERDASHERY • HOSIERY • BRUSHES • FLOWERS • FOOD PRODUCTS



CONFECTIONS • CIGARS • COSMETICS • NOVELTIES • LINGERIE • JEWELRY • SILVERWARE

THE ARENCO TUBE FILLER

Fills, closes and seals collapsible tubes . . .
interchangeable to handle pastes, creams,
lotions and liquids . . .

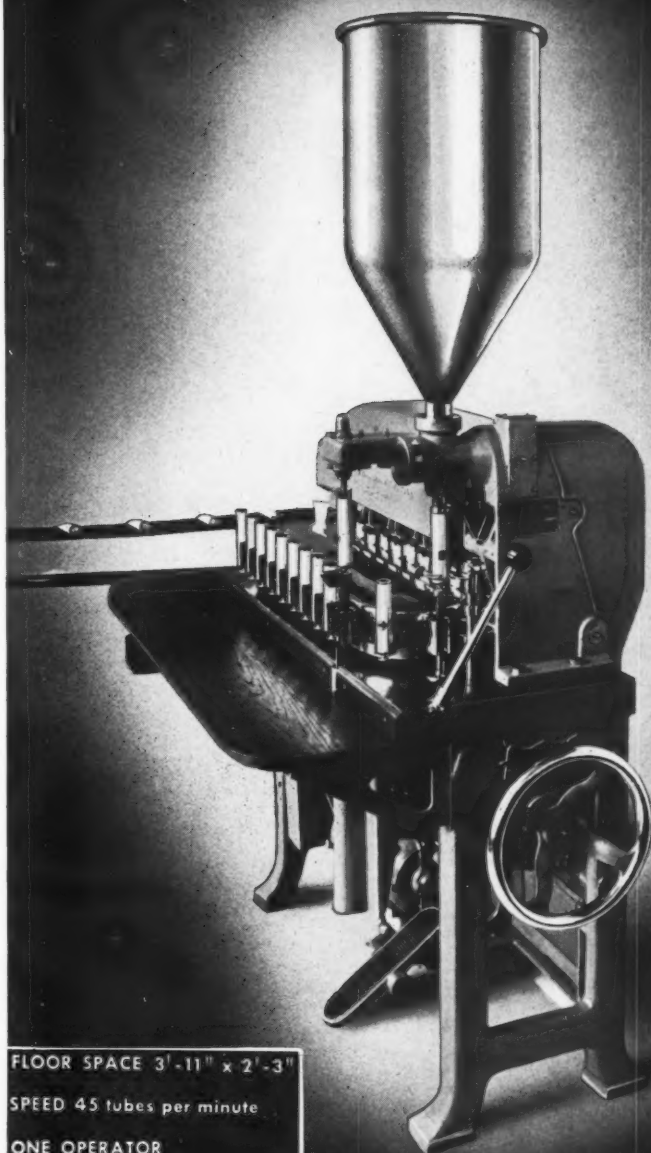
FEATURES . . .

- Clean filling—no spattering of inside closure wall—no material trapped in fold.
- Positively correct quantity in each tube.
- No material delivered from filling nozzle when tube is missing.
- Simple adjustments for different quantities and easy changing from one tube size to another.
- Shaped tube holders—shapes of tubes and folds always uniform.
- Ample passage for material—no valves—no squeezing to interfere with consistency and viscosity of material.
- All parts of machine easily accessible for control, lubrication, and cleaning.
- Automatic cap tightener.
- Quiet in operation.



AN EXAMPLE

of a special Arencos job—1/2 pint single service coffee-cream tube. There are Arencos machines for many other packaging operations and for special and exacting requirements in other fields.



FLOOR SPACE 3'-11" x 2'-3"

SPEED 45 tubes per minute

ONE OPERATOR

TYPES OF ARENCO CLOSURES



1



2



3



4

Plain, Imprinted Crimp, or Fluted Crimp Closures.

OTHER SPECIAL FEATURES

Special valve for the filling nozzle for feeding of semi-fluid and easy flowing materials.

Automatic safety clutch. Machine stops instantly in case of damaged tube or other obstruction.

Automatic tube cleaning before filling.

Automatic registry of print; automatic batch numbering and secret marking.



THE ARENCO MACHINE COMPANY
25 WEST 43rd STREET
NEW YORK, N. Y.

EARLY AMERICAN IDEA WINS
Top Award
 In ALL-AMERICA Package Contest



and Oberly & Newell is proud of its part in creating and executing this Prize-Winning Floor Display for Shulton, Inc.

THE PROBLEM:

To find a floor display for Shulton, Inc. that would best express the atmosphere of Old Spice . . . the outstandingly successful toiletries line based on the American theme of packaging and fragrance.

THE SOLUTION:

This colorful colonial display cabinet inspired by early American furniture. It ships flat and is strong enough to withstand hard usage by both drug and department stores.

An Idea for You! Simply say—by phone or letter—"show me samples of silent salesmen you have prepared for other manufacturers." There is no obligation.

OBERLY & NEWELL

Lithograph



Corporation

545 Pearl Street

New York, N. Y.

WOrth 2-3735

STANDARD KNAPP'S 2 TOP AWARDS

MEAN SAVINGS FOR YOU!



NATIONAL GRAPE JUICE

TOP AWARD — MACHINERY

Standard-Knapp Case Sealer and Can Labeler contribute to the efficiency and low unit cost of one of the outstanding packaging lines in the country.



PABST BREWING CO.

TOP AWARD — MACHINERY

The major part of this fine packaging production line—can inserter, carton sealer, compressing unit, case packer, gluer and sealer—is made up of Standard-Knapp equipment.



This is the new, enlarged plant of the Standard-Knapp Corporation at Portland, Connecticut.

Larger space enables us to meet the increased demand for Standard-Knapp packaging equipment.

EACH year Standard-Knapp equipment wins about a half-dozen Top Awards and Honorable Mentions, both as machinery installations and as the equipment on the packaging lines producing prize-winning packages. These awards mean savings—for you as well as for the honored Award winners. They tell you of the great efficiency, the long life, the low unit cost of Standard-Knapp equipment.

Our company builds many types of packaging equipment as you can see from the awards. And all of it is of consistently high quality.

A consultation with our engineering department involves no obligation, may well offer some clues to guide you through your production maze. Write or phone.



AND... 1. VITALIS—Top Award—Glass Containers. Case-sealed by Standard-Knapp equipment. 2. KARO SYRUP—Honorable Mention—Glass Containers. Labeled by Standard-Knapp equipment. 3. SEAGRAM'S 7-CROWN WHISKEY—Honorable Mention—Glass Containers. Case Sealer and Compression Unit by Standard-Knapp. 4. HERCULES POWDER COMPANY—Honorable Mention—Shipping Containers. Automatically sealed by Standard-Knapp case sealing equipment.

STANDARD-KNAPP CORPORATION

MANUFACTURERS OF CASE SEALING, CASE PACKAGING, AND CAN LABELING MACHINES

FACTORY and GENERAL OFFICES PORTLAND, CONNECTICUT

570 Lexington Ave.
NEW YORK, N. Y.

208 W. Washington Street
CHICAGO

702 Society for Sav. Bldg.
CLEVELAND

300 Seventh Street
SAN FRANCISCO

420 S. San Pedro Street
LOS ANGELES

3224 Western Avenue
SEATTLE

1208 S. W. Yamhill Street
PORTLAND, OREGON

Paul Brown Building
ST. LOUIS, MISSOURI

Windsor House, Victoria Street, LONDON, ENGLAND



"Oh-h-h, Mummy — it looks so good !"

... and it tastes as good as it looks. Modern canning methods retain all the succulent freshness of the finest foods... make possible a varied, healthful diet the year round.

A container made of BethColite instantly flashes a message of good things within. It has the sparkle and eye-catching lustre that invite closer inspection and increase the sales and shelf appeal of all types of canned goods.

BethColite is cold-reduced tin plate made by Bethlehem Steel Company. It forms readily, is easily deep drawn and makes close hermetical seams. It is used successfully in the most drastic forming operations. Its uniform, dense tin coating gives excellent protection against possible content-spoilage. It gleams brightly, looks more inviting. BethColite is a definite factor for added sales appeal.

Bethcolite

COLD-REDUCED TIN PLATE MADE BY





Capture THAT IMPULSE!



When America's No. 1 Purchasing Agent goes to market, she buys as her eyes direct. Products that look interesting arouse her buying impulse.

You can capture that buying impulse. You can build permanent brand preference for your products—and our "EYE-PETIZED" Recipe Labels will do the job!

These "EYE-PETIZED" Recipes, developed for us by dietetic experts, illustrated by direct color, provide new and delicious ways of serving canned foods.

"EYE-PETIZED" Labels have colorful display value; they capture consumer interest in the retail stores. But more than that—they maintain consumer interest after the package reaches the consumer's home because they show many tasty ways to USE the product.



A Label like this—with a direct-color product illustration on the front panel and an "EYE-PETIZED" Recipe on the "consumer panel"—can capture the buying impulse for YOUR brand.

THE UNITED STATES PRINTING & LITHOGRAPH COMPANY
AND DIVISIONS
Plants at CINCINNATI • BROOKLYN • BALTIMORE • ERIE, PA. • ST. CHARLES, ILL.
HOME OFFICE 341 BEECH STREET, CINCINNATI, OHIO

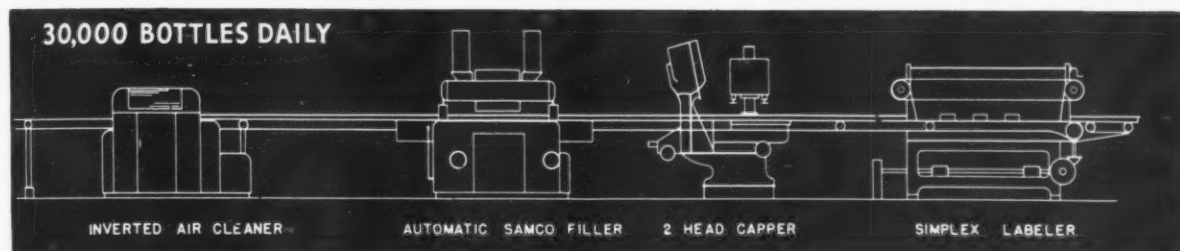
Your Assurance of Top Performance

FROM START TO FINISH

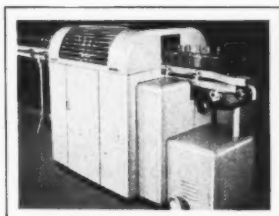
**ALL
PNEUMATIC
BOTTLING**



Pneumatic is the Only Machine Builder who can offer Complete Co-ordinated Hook-ups

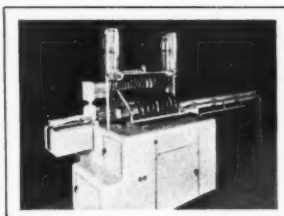


SYNCHRONIZED THROUGHOUT—This Pneumatic Bottling Line is Rated at 215 Gross Daily



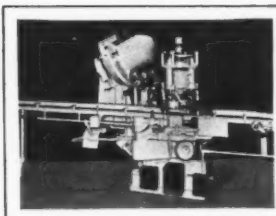
**INVERTED
AIR CLEANER**

Bottles automatically turned upside down and subjected to an internal blast of filtered, dry air at 60 lbs. pressure. Guarantees the removal of all dust, lint and foreign matter found in new glassware.



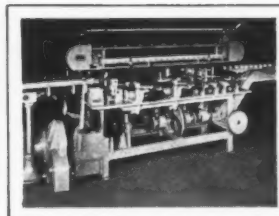
**AUTOMATIC
SAMCO FILLER**

The applications of Pneumatic's several vacuum filling machine models are many and varied. Uniformly accurate filling of bottles, cans or jars without drip, is guaranteed.



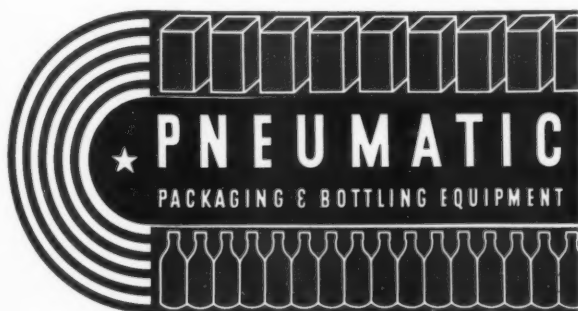
**AUTOMATIC
TWO HEAD CAPPER**

Every cap applied to a uniform tightness on all Pneumatic automatic capping machines. Bottles are handled gently and there is no splash or spillage.



**AUTOMATIC
SIMPLEX LABELER**

Pneumatic labelers are the most versatile available and can be built for dozens of different labeling requirements. Front labels only, front and back or all-around are only a few examples.



The flexibility of Pneumatic Machines makes it practical to handle a wide range of sizes. Complete hook-ups to operate at speeds up to 120 containers per minute.

PNEUMATIC SCALE CORPORATION, LTD.

71 Newport Ave., North Quincy, Mass.
(Norfolk Downs Station)

Branch Offices:

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

CELON N *had to win!*



It's no accident that Celon secondary closures are to be found on two Top Award winners and two Honorable Mentions in the 1940 All-America Package Competition.

Many of the leading packages in the wine, liquor and beverage industries use our closures. As they have for the past fifteen years with consistently increasing success.

The McKesson & Robbins Newport Gin bottle, the new Seagram's 7 Crown bottle, the special reserve Old Overholt bottle and the Virginia Dare wine bottles are only a few of the many users of Celon secondary seals. They are positive protection for the contents as well as attractive decorations for the bottles. They hold government strip stamps in place—insure against evaporation, leakage, dilution and substitution.

Write for samples and details.

CELON COMPANY

Main Plant and Offices: **MADISON, WISC.**

New York Division: 71 West 23rd Street

Offices in Principal Cities



Consider these Advantages

1. Outstanding color printing on our own A.C.M. *Clay Coated Board* . . the finest of all carton boards for printing with standard or gloss inks, varnishes, and fine screen halftones.
2. A.C.M. Cartons are more rigid, whites are brighter, stay clean longer, finish is velvet-smooth.
3. Our skillful designers and construction men gladly create new sales-winning packages for you. A.C.M. cartons have been prize-winners for 7 consecutive years!
4. Complete quality control assured. We produce every detail of carton manufacture from start to finish. **EVEN THE BOARD IS MADE ACCORDING TO RIGID SPECIFICATIONS IN OUR OWN MILLS!**
5. Service is speedy, efficient, cooperative. May we send samples, quotations . . help you put new sales vigor into *your* packages?
6. Send us your carton plates. We'll prove them on A.C.M. **CLAY COATED** . . let you see the difference. No obligation at all!

AMERICAN COATING MILLS, INC.

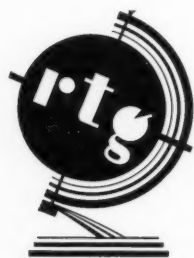
GENERAL OFFICES AND MILLS: ELKHART, INDIANA
22 E. 40TH STREET, NEW YORK • WRIGLEY BUILDING, CHICAGO



Clay Coated

FOLDING CARTONS

FEB.



HERE are six of many contributions made by R. T. G. to the 1940 package parade. Presented in "Before and After" form, these monthly mailing pieces describe R. T. G.'s perception for improving salability thru package and counter display improvement.

If you have not received your copies of these case histories, write today to have your name added to our mailing list. They contain many ideas which may be adaptable to your particular problem.

APRIL



Jobs of the Months

Each month R. T. G. selects the one package or display that represents the most outstanding contribution made for one of its customers during that period.

In each instance here reproduced, note the change is from an entirely different package. Each "Job of the Month" is a complete thought incorporating a new approach to "point of sale" merchandising for that particular customer. Of most importance to you is the fact that in all but one case, the entire sales idea was visualized and developed entirely by R. T. G.'s representatives. Those same creative facilities are at your disposal for the asking.

*Remember the lowest priced carton supplier is not always the cheapest!
For the ultimate value is the embodiment of appearance, workability,
and the creative resources of the supplier.*



The RICHARDSON-TAYLOR-GLOBE Corporation

4501 W. MITCHELL AVENUE, CINCINNATI, OHIO

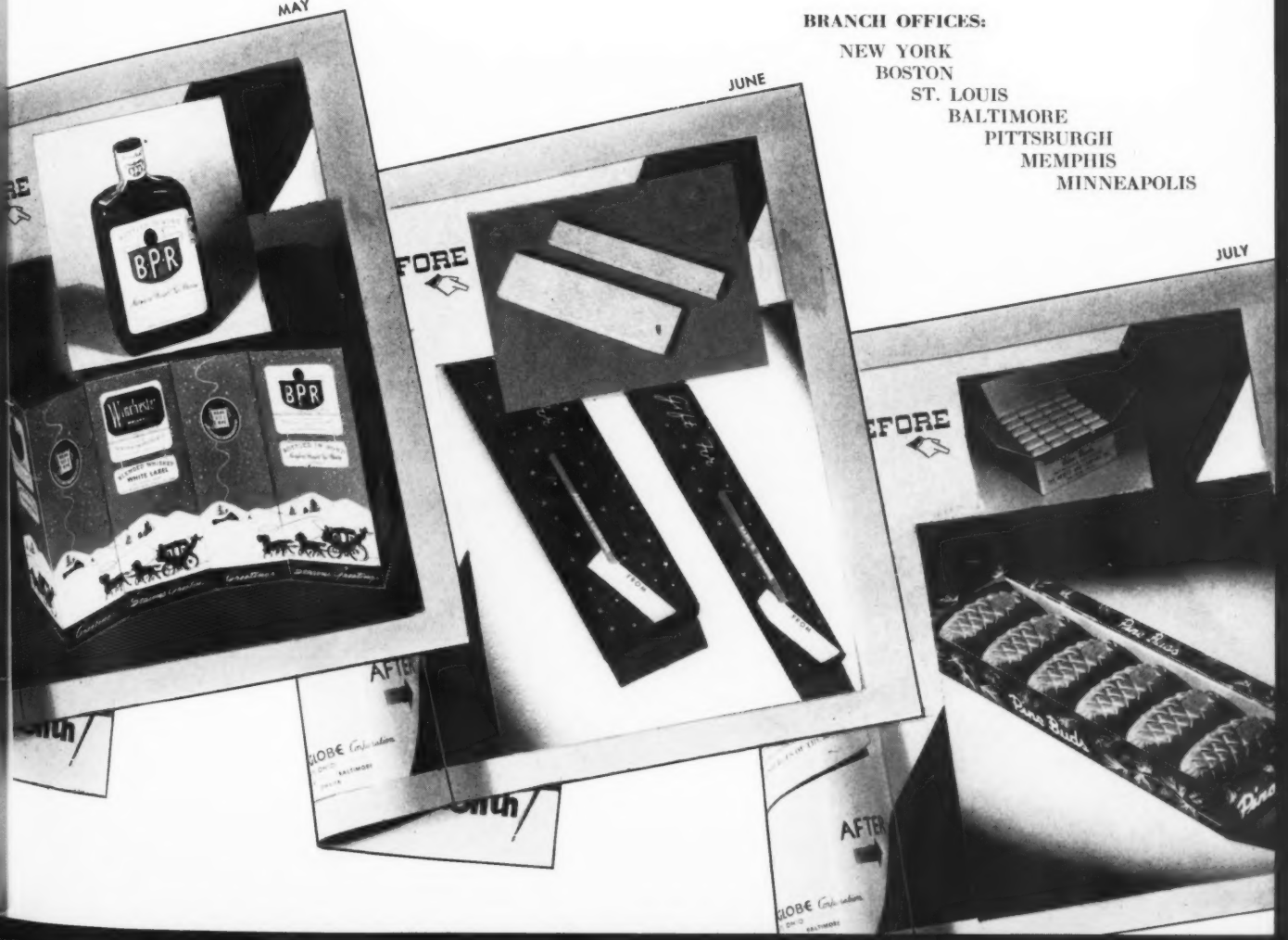
BRANCH OFFICES:

NEW YORK
BOSTON
ST. LOUIS
BALTIMORE
PITTSBURGH
MEMPHIS
MINNEAPOLIS

MAY

JUNE

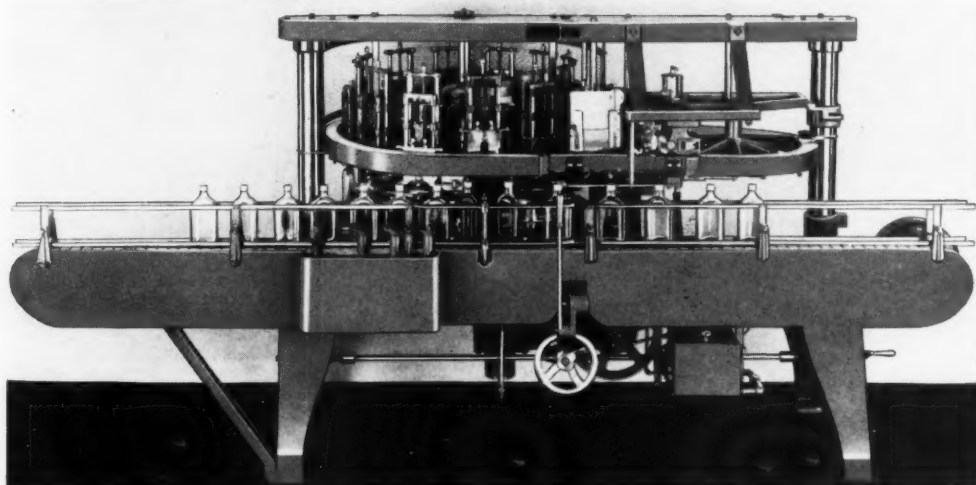
JULY





Hi! WE'LL BE AT THE SHOW
 (STEVENS HOTEL, CHICAGO, APRIL 1-4)
HOPE TO SEE YOU THERE
AT BOOTHS 608 AND 609 !

New
AUTOMATIC STRIP STAMPING MACHINE
for the Liquor Bottling Industry



THIS ORGANIZATION
OWNS AND CONTROLS THE:

Combination Pouch Labeling and
 Stamping Machine for Smoking
 Tobacco.

Envelope Filling and Sealing Ma-
 chines, and other Machinery for the
 Tobacco and Food Industries.
 Cellophane, Pliofilm Wrapping Ma-
 chines.

Can Filling Machine, Bottle Stamp-
 ing and Labeling Machines.

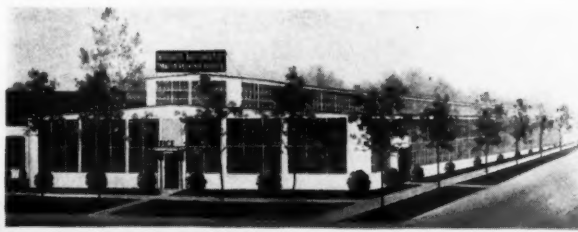
Weighing Devices for Tobacco and
 Free Flowing Articles.

Machines for Automatically Feed-
 ing Individual Sheets of Paper or
 Mounted Foil.

This new machine affixes 40 to 120 revenue stamps per min-
 ute in perfect uniformity. Designed to receive bottles di-
 rect from filling and labeling machines, it requires only one
 operator and is adjustable to various shapes and sizes of
 bottles. The newest product of "WRIGHT" engineering.

This organization, since 1893, has been recognized for its
 ability to solve difficult packaging needs. You are invited
 to send us your packaging problem . . . and to rely upon our
 slogan . . . "WRIGHT" engineering is right." Telephone,
 wire or write for complete information which places you
 under no obligation.

ESTABLISHED
 • 1893 •



PACKAGING
 ENGINEERS

WRIGHT'S AUTOMATIC TOBACCO PACKING MACHINE CO.
DURHAM CABLE ADDRESS YONWRIGHT **NORTH CAROLINA, U. S. A.**

BRIDGEPORT HAS DESIGNING and ENGINEERING SERVICES TO BUILD UP YOUR SALES

DISPLAYS

of plastics win wide attention and dealer acceptance. The G. Washington display has the original feature of glass supported by an injection molded base. The Feigenspan bar display is another fine example of precision molding. The copy is on the under side of the clear plastic surface, resulting in a display which is easy to clean and always looks new.



PACKAGING

in plastics builds sales! These boxes have been injection molded in a wide range of colors to appeal to the feminine taste. Our designers will be glad to work on your packaging problems, toward results that are not only economical but styled to the minute as well.



ORIGINALITY

makes sales click. This A-1 Sauce container brings A-1 Sauce to the table in an attractive and useful holder, designed to improve the appearance of the package without changing the label. Let us help you develop your newest ideas toward sales leadership.



Our plant is equipped for prompt and complete service with designers, engineers, model makers, tool makers, and a wide range of compression and injection molding presses—all under one roof. This complete coordination of all faculties results in moldings of precision and quality at a price that helps you build up your sales.

BRIDGEPORT MOULDED PRODUCTS, INC.

BRIDGEPORT

**BP
M**

CONNECTICUT

Now!
RIBBONS For

A TRIO OF TYES
Every PACKAGING PURPOSE



Rayn-Bow, our exclusive new development, provides a ribbon blazing with brilliant richness of color. Has the fine quality appeal of more expensive silk and satin woven ribbons—but at considerably less cost. Makes the most effective package tie for everyday and holiday requirement. They come in a whole spectrum of colors—and special colors and combinations can be quickly produced.



Two-Tone Ribbons and cords of sparkling "Cellophane" profitably point-up and add salability to any type of product you can name from diapers to derricks. Economical, yet of high quality, these ties are available in 14 colors, many shades and two-tone effects.



Colr-Tye cotton ribbons are designed for both fancy and heavy duty tying. Made of specially processed yarns to insure a high lustre, they provide an economical solution for industrial packaging problems. There is a wide variety of stock colors and patterns. Special patterns with your name, trademark, etc., will be designed and produced to your requirements. Samples will be sent to any interested company. Or, send package and problem to us—we'll return the package tied appropriately.

Fibre Cord Co.

MANUFACTURERS

755 EAST 134th STREET • NEW YORK CITY



Beauty is Skin deep

The beauty of a package—its appeal to the buyer's eye—is of proven value in creating "impulse" sales. But beauty is only skin deep, and your profit-making repeat sales depend on what the buyer finds beneath your package's beautiful exterior.

Most Riegel Papers are designed for "repeat-sales-appeal". Their beneath-the-surface function is to preserve the fine qualities of a product until it is consumed. Over 230 different varieties are being used by sales leaders in many fields. They are able to prevent loss of moisture, to preserve crispness, to guard against rancidity, leakage, breakage, mold and to counteract various other conditions that might stifle repeat sales.

Write for complete information and investigate our ability to help you produce a package combining these four important profit factors—appearance, protection, production efficiency and economy.

RIEGEL PAPER CORP., 342 MADISON AVE., NEW YORK, N. Y.

RIEGEL PAPERS

STOKES MACHINES

Fill, Close and Seal

"Pledge" Tubes

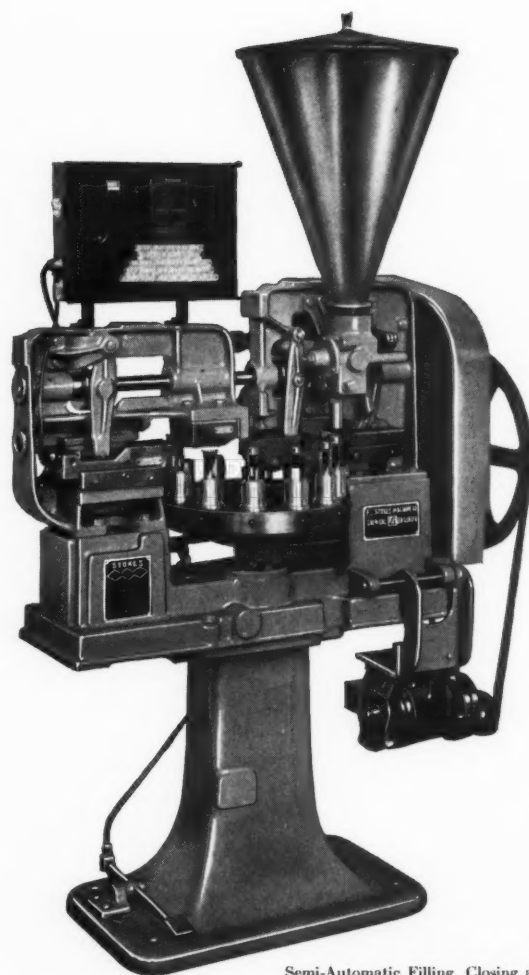


To package "Pledge" products in the new brush-tipped, self-feeding tubes presented a number of problems. The polish remover especially, a thinner-than-water solvent, is particularly difficult to fill cleanly and hold securely.

Stokes equipment was selected because an exceptionally good filling mechanism is necessary to prevent leakage and dripping and to fill accurately. To seal the open ends of these tubes securely, two types of closures are used...including the patented, Westite Hermetic Closure.

This solderless, clipless Westite Hermetic Closure is leak-proof and air-tight...making it possible to package in tubes many products for which it heretofore has been necessary to use less convenient or more expensive types of containers.

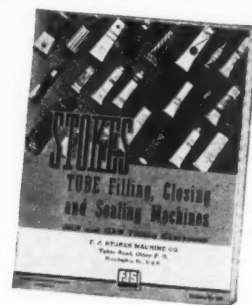
We are glad to have had a part in developing this new tube package, and invite consultation on similar problems. Our broad experience in the design of packaging equipment is available to aid in the choice of machines and closures best adapted for individual requirements.



Semi-Automatic Filling, Closing and Sealing Machine, Series 79-80 equipped to make Westite Hermetic Closures. One of several Semi-automatics and other Stokes machines used by The Ohio Cosmetics Co.

Write for Catalog

Describes Hand-Operated, Semi-Automatic and Full-Automatic machines, for filling, closing, sealing and to handle practically all liquids, semi-liquids and pastes. Tells how the Westite Hermetic tube closure is made. Complete story of what's new in tube packaging equipment. Ask for Catalog 908.



F. J. STOKES MACHINE COMPANY

5970 Tabor Road Olney P. O. Philadelphia, Pa.

Representatives in New York, Chicago, Cincinnati, St. Louis, Cleveland, Detroit
Pacific Coast Representative: L. H. Butcher Company, Inc.

F.J. Stokes

PACKAGING EQUIPMENT



The Award Winner that *Shines* PALMER'S "GOLDEN SPIDER WEB"

PATENTS PENDING

The "bullseye" pictorial on this Seagram display projects several inches beyond the body of the unit and is connected to the main piece by means of the "golden spider web". This accordion-like metal foil band forms a three-dimensional gold halo around the picture. It shines brightly either in daylight or artificial light, giving a similar radiance to that caused by the facets on a cut jewel.

*Write, wire or phone
us about exclusive use
for your industry*



PALMER CREATES — CONTINENTAL MAKES

This is really a prize-winning Window Display Combination. Continental's unusual facilities for quality lithography and its central location in Cleveland combined with Palmer Associates' famous creative art staff and their twenty years of window experience has formed one of the country's top producing organizations.

INVITE US TO COMPETE ON YOUR NEXT DISPLAY JOB. WE SERVE THE
LARGEST NATIONAL ADVERTISERS ON THEIR MOST EXACTING NEEDS.

Continental

LITHOGRAPH CORPORATION
CLEVELAND, OHIO

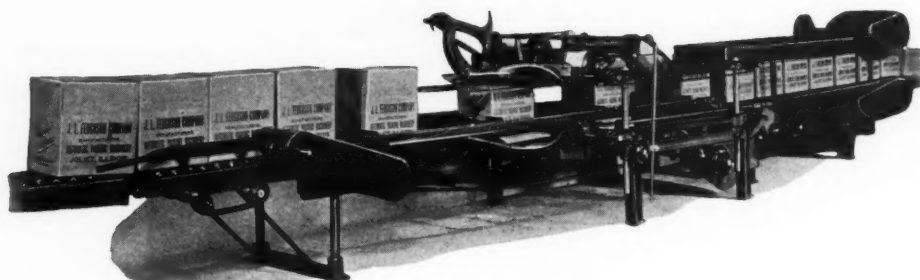
PALMER ASSOCIATES

Lithographic Advertising

215 FOURTH AVE. NEW YORK, N. Y.

NEW YORK · CHICAGO · DETROIT · PHILADELPHIA · INDIANAPOLIS · PITTSBURGH · SAN FRANCISCO · LOS ANGELES

AS USUAL—! WE'RE RIDING WITH THE WINNERS!



PACKOMATIC MODEL "D" SHIPPING CASE SEALER—SPEED UP TO 2000 CASES PER HOUR. NO OPERATOR REQUIRED.

Joseph E. Seagram & Sons, Inc., won an Honorable Mention with their redesigned Seagram's "Seven Crown" Blended Whiskey bottle, in the Glass Container Group of the 10th All-America Package Competition.

Calvert Distilleries Corporation won Top Award in the Machinery Division of the 10th Annual All-America Package Competition, sponsored by Modern Packaging Magazine.

Both of above are Packomatic customers and use Packomatic Automatic Shipping Case Sealers and Consecutive Serial Numbering Machines.

IF YOU HAVE A CASE SEALING PROBLEM INVESTIGATE "THE PACKOMATIC WAY!"

If you are looking for the most for your money, long life, dependable service, speed and efficient shipping case sealing, Packomatic equipment will meet your requirements. Machines are rapidly adjustable, few wearing parts, all operations smooth and practically noiseless. Speeds to suit your requirements up to 2000 cases per hour. No operator required. Millions of shipping cases are automatically sealed each year—"The Packomatic Way."

*** OUR ENGINEERS WILL
GLADLY CALL UPON
REQUEST WITHOUT
OBLIGATION.**

AUTOMATIC PACKAGING MACHINES FOR EVERY PACKAGING PROBLEM

Packomatic equipment meets every packaging need, with increased production, lower costs. We build a large variety of scales, volume fillers, auger packers and fillers, carton sealers, round paper can equipment, carton making machines, etc. In this group you will also find "The Packomatic Way the most economical way."

PACKOMATIC
PACKAGING MACHINERY
J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

REPRESENTED IN

CHICAGO
DENVER
SAN FRANCISCO

NEW YORK
CLEVELAND
LOS ANGELES

BOSTON
NEW ORLEANS
SEATTLE



Williams

THIS EXHIBIT OUR No. 397 IVORY HIGH FINISH

Suggested as a correct paper to adopt for covering of your fine paper boxes for all merchandise. This paper is also available in White. In addition, both Ivory and White may be obtained decorated by attractive printing and embossing designs.

Send for our latest sample book "Fine Gift Box Papers"

Williams

Plan your packaging as you plan your Sales and Production. Merchandise that is properly boxed has a decided advantage at the point of display and sale. First of importance is the selection of the proper paper for covering your box so that it is able to compete on the retail counters. When selecting a paper, consideration must be given to pattern, color, utility value and price. From the extensive line of "Williams" Box Covering Papers you can easily select that correct paper for your packages. We will gladly help you with your packaging problems upon request.

*Write us about your merchandise
and we will send books and sheets
for sampling without charge.*

CHARLES W. WILLIAMS & CO., Inc.

Authorities on Box Covering Papers

**303 LAFAYETTE STREET
NEW YORK**

**624 So. Miller Street
CHICAGO**

**167 Oliver Street
BOSTON**

TOPS--SIX YEARS IN A ROW!



**BEST BOXBOARD MADE—
WINS PRIZES EVERY YEAR!**

TOPS—means the best! And Butterfield-Barry boards are made that way. Box manufacturers using our board have won Awards in six consecutive All-America Package Competitions. The leading set-up and folding box manufacturers come to us for their boards because they know after many years of leadership Butterfield-Barry quality has yet to be beaten. The better manufacturers have found, through experience, that it is economical in the long run to specify only quality board.

THE BUTTERFIELD-BARRY COMPANY

ROYAL SATIN • HIGH WATER FINISH, REGULAR FINISH NEWS AND CHIP • ALL GRADES FOLDING BOX BOARD, SHEET LINING A SPECIALTY

174-176 HUDSON STREET

NEW YORK CITY

The Oldest Established Paper Board Distributors in America

*W*E are happy to have participated in the
development and manufacture of the Texaco
Impervo* Outdoor Display and the manufacture of the
Shulton Early American Old Spice Display Cabinet
and the Upjohn Vitamin Products Display, each of
which has been given top award in its respective
classification in the All-America Package Competition.



ARVEY CORPORATION

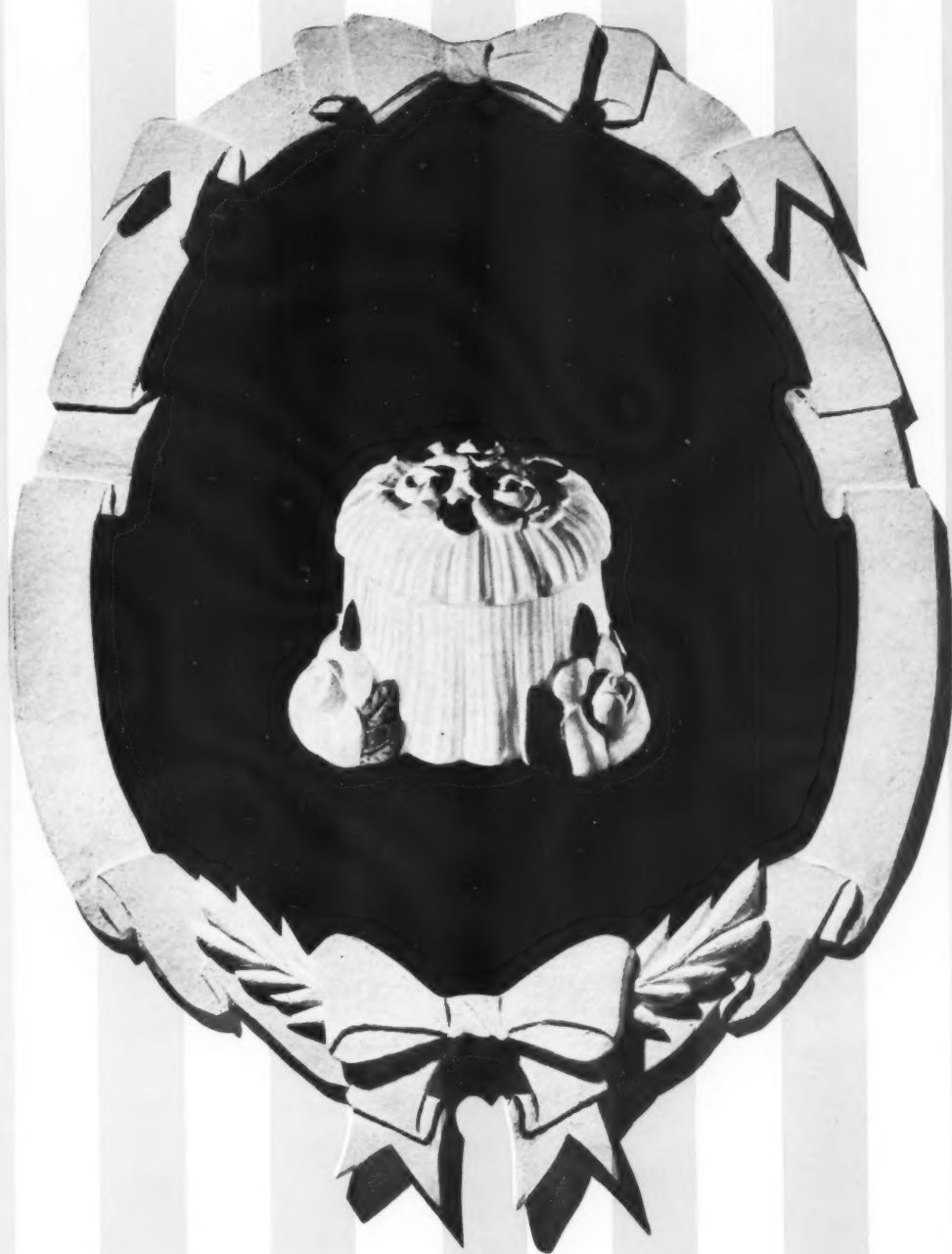
World's Largest Mounters and Finishers of Advertising Displays

JERSEY CITY

CHICAGO

PHILADELPHIA

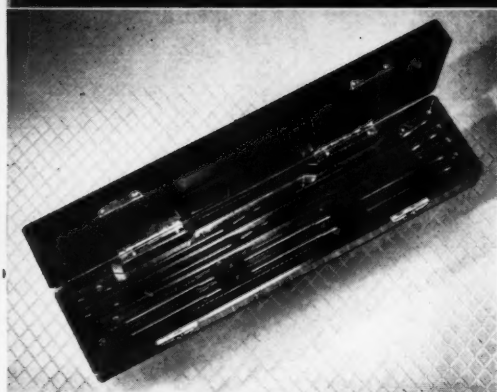
**Impervo is an exclusive Arvey Product.*



*Cream rouge container for the Moss Rose line of
Charles of the Ritz. Molded and finished by the
Plastics Department of the General Electric Company*

PD-281

GENERAL  ELECTRIC



A case for Wrico Lettering Guides. Molded of Bakelite in two pieces. Replacing a costly, difficult to assemble and less practical wooden case.



A case that adds the sales appeal of its beauty to the beauty of its contents.

A thoroughly practical container—whose beauty sign is boosting the sale of eastern cosmetic manu-

THERE'S A PRACTICAL SIDE TO THIS BUSINESS OF TURNING DREAMS INTO REALITIES

Every package, classic or functional in design, for re-use or to be used but once, starts its life as an idea—a dream. Turning that dream into a practical reality, yet retaining all the dream-dictated qualities of finish, line and design, is Auburn's business.

Better than 60 years' experience in translating the dreams and plans of designers into realities in plastics stands back of every Auburn molded plastic job. Experienced mold-makers, skilled craftsmen and a long series of inspections guarantee the quality and precise perfection of every Auburn job, big or little.

Established 1876

MOLDED PLASTICS DIVISION OF
AUBURN BUTTON WORKS, Inc.
 AUBURN, N. Y.—New York, Chicago, Detroit, Cleveland, Rochester, Boston

50th Anniversary

1891-1941

THIS YEAR marks the successful completion of NATIONAL'S 50th year of continuous operation in the manufacture of high-quality folding boxes.

These years of experience, coupled with unusually complete facilities in every phase of package research, development, design and production enable NATIONAL to render constructive service to manufacturers who know the value of planned packaging.

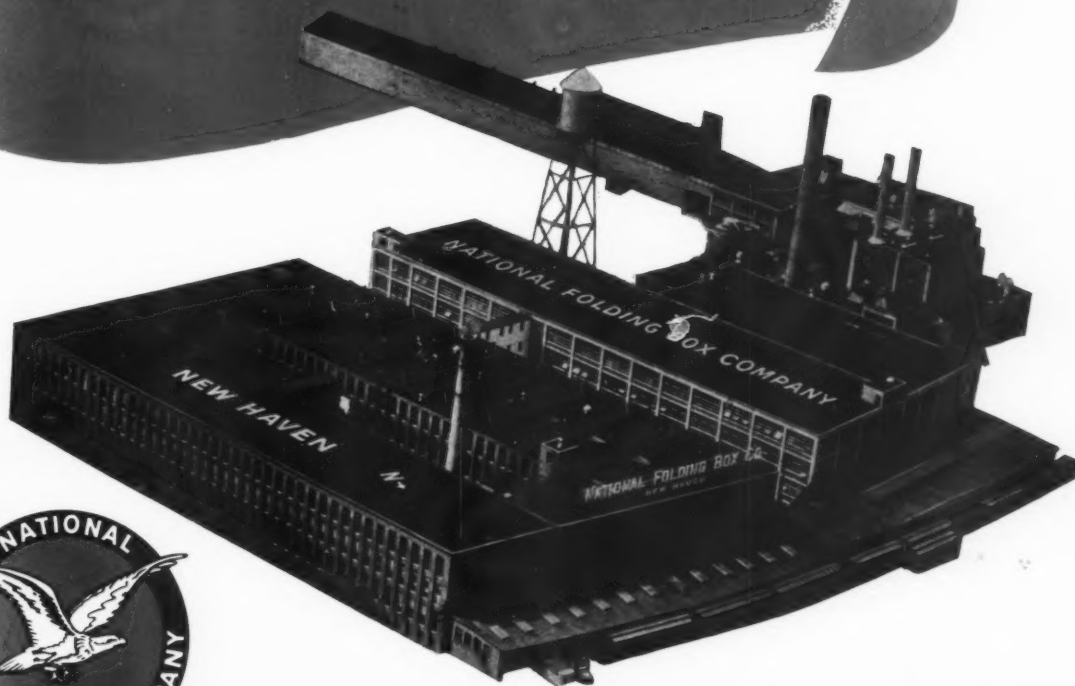
NATIONAL FOLDING BOX COMPANY

MILLS AND EXECUTIVE OFFICES
NEW HAVEN, CONN.

NEW YORK
943 Chrysler Building

PHILADELPHIA
1201 Chestnut Street

BOSTON
143 Newbury Street



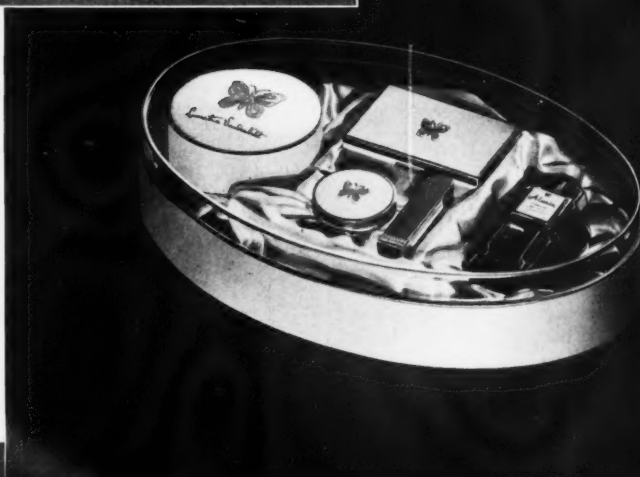
1940... TOP AWARDS

COUNTER OR SHELF DISPLAYS



TOP AWARD for Counter or Shelf Displays, to miniature showcase (above) for "StromBeck-Ker Model Assembly Kits." Two pieces of Eastman Acetate Sheet (transparent) are fitted in grooves to form the front and the back. PRODUCT and DISPLAY: Strombeck-Becker Manufacturing Co., Moline, Ill.

TOP AWARD for Rigid Transparent Containers, to "family" of 18 packages for "Lucretia Vanderbilt Gift Sets," represented by the one at right; sizes range from $4\frac{1}{4}'' \times 3\frac{1}{4}'' \times \frac{3}{4}''$ to $10\frac{1}{2}'' \times 6\frac{1}{2}'' \times 4\frac{1}{8}''$. Oval slip-over covers are of Eastman Acetate Sheet (transparent); edge is attractively defined by printing, in gold, directly on the sheet. PRODUCT: McKesson & Robbins, Inc., Bridgeport, Conn. PACKAGES: F. N. Burt Company, Inc., Buffalo, N. Y.



RIGID
TRANSPARENT CONTAINERS

EASTMAN ACETATE

1940...

HONORABLE MENTIONS ALL-AMERICA PACKAGE COMPETITION

Again Eastman Acetate Sheet scores at the All-America Package Competition... this time with two top awards and two honorable mentions. Such recognition offers tangible evidence that the most progressive designers appreciate the many advantages of this versatile material.

Eastman Acetate Sheet is readily adaptable for use in displays, containers, and packages of every type. It is easily worked into virtually any desired design... is strong enough to withstand repeated handling. The transparent type is so clear that it shows every detail of the merchandise it protects, to the very best advantage. The natural-matte-surface (translucent) type and the colored-matte-surface (translucent) type provide unique, decorative effects.

There should be a profitable use for *Eastman Acetate Sheet* with your products, or in the displays and containers you make for manufacturers. Let us send you samples of the type, thickness, and dimensions you need to try it. Eastman Kodak Company, Chemical Sales Division, Rochester, N. Y.

Specifications and Fabrication Data

Eastman Acetate Sheet is available in rolls up to 40" in width and any convenient length, and in standard- and cut-to-size sheets. Transparent type is furnished in thicknesses up to .020"; natural-matte-surface (translucent) type in thicknesses .003" to .010"; colored-matte-surface (translucent) type in thicknesses .003" and .005", in a wide range of lightfast pastel shades. All three types of *Eastman Acetate Sheet* can be scored, folded, pleated, fluted... take printing inks without wrinkling... can be sewed, crimped, stapled... cement with an unyielding bond... do not crack or shatter. The transparent type can also be molded, drawn.

RIGID TRANSPARENT CONTAINERS



BRANCH OFFICES: *New York*, Eastman Kodak Company, 350 Hudson Street. *Chicago*, Eastman Kodak Company, 1727 Indiana Avenue. PACIFIC COAST DISTRIBUTOR: Wilson & Geo. Meyer & Co.—*San Francisco*, Federal Reserve Bank Building; *Los Angeles*, 2461 Hunter Street; *Seattle*, 1020 So. 4th Avenue. CANADIAN DISTRIBUTOR: Paper Sales Limited, 11 W. King Street, Toronto.

COUNTER OR SHELF DISPLAYS

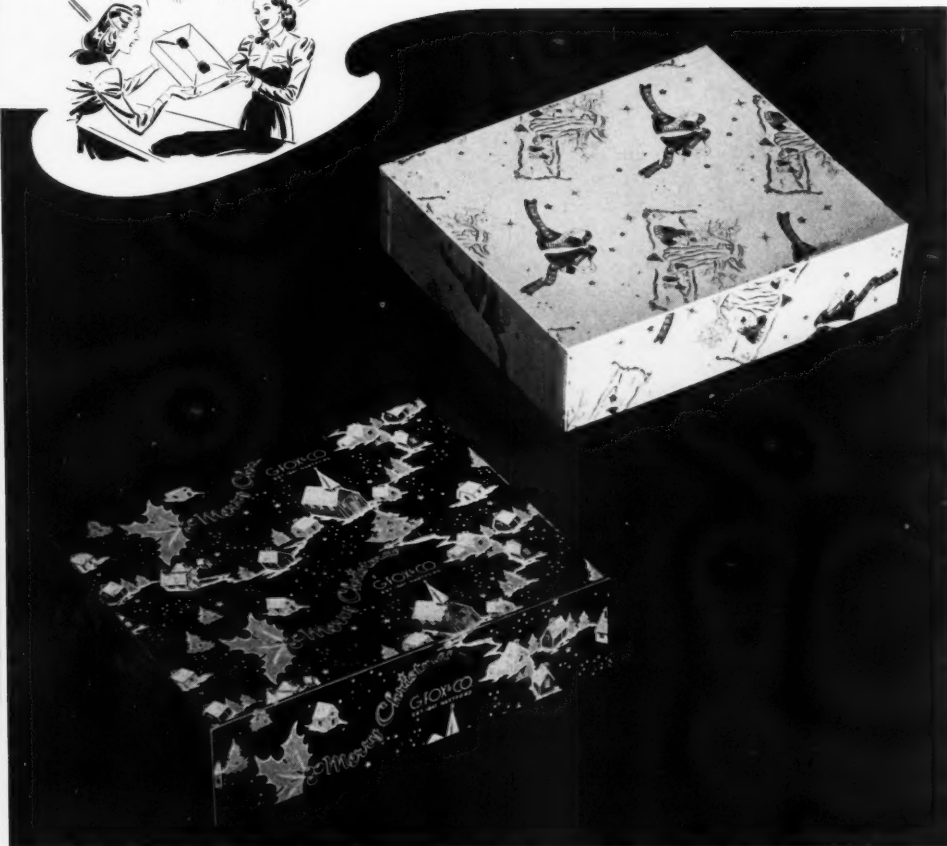


HONORABLE MENTION for Counter or Shelf Displays, to "Find the Fish" demonstrator-display (above) for Polaroid Day Glasses. *Eastman Acetate Sheet* (transparent) used to simulate pool with fish in it; colored-matte-surface *Eastman Acetate Sheet* (translucent), with "blue sky" printed directly on it, used to cast reflection. PRODUCT: American Optical Company, Southbridge, Mass. DISPLAY: Robert Kayton Displays, Inc., New York, N. Y.

HONORABLE MENTION for Rigid Transparent Containers, to "Top-Hat" package (left) for men's formal-attire accessories. Crown is of *Eastman Acetate Sheet* (transparent); name and trade-mark stamped, in gold, directly on it. PRODUCT: Jacques Kreiser Manufacturing Corp., North Bergen, N. J. PACKAGE: Douglas Young, Inc., Pawtucket, R. I.

SHEET ATTRACTS • DISPLAYS • SELLS

How *Nashua* Helped a Smart Merchandiser Get *Bigger Sales*



The Hartford department store of G. Fox & Company has a well-founded reputation for shrewd merchandising. When G. Fox wanted to give its boxes greater *package appeal*—make them catch the customer's eye and generate the buying impulse—this smart merchandiser turned to Nashua.

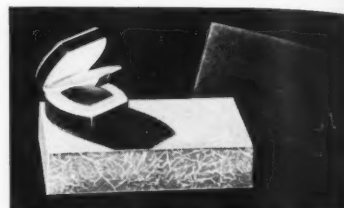
How Nashua creators, chemists and craftsmen did the trick for G. Fox—created packaging papers that played an important part in swelling G. Fox's

holiday sales—is illustrated here.

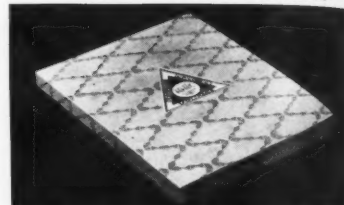
The wrap with the light background was used in 1939; the other in 1940. The comparison illustrates Nashua's versatility in creating *attention-compelling* box wraps. They are printed in three striking colors on Nashua's Coated Litho.

Perhaps you, too, have a sales problem that can be solved by more attractive packaging. *Consult us!* There is no obligation involved. As we have for so many other enterprising houses, we can . . .

NASHUA MAKES . .



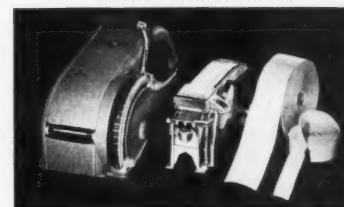
COATED PAPERS AND SPECIALTIES



GUMMED PRODUCTS, PAPER AND CLOTH



PRINTED WAXED PAPERS



PACKAGE SEALING PRODUCTS



WAXED CANDY WRAPS



PRINTED "CELLOPHANE" AND GLASSINE

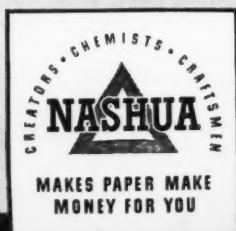


BOOKLET, "MAKE PAPER MAKE MONEY FOR YOU"

MAKE PAPER MAKE MONEY FOR YOU!

HERE'S A LITTLE TREASURY OF
PACKAGING SUGGESTIONS—FREE

The booklet "Make Paper Make Money for You" is packed with tips on package appeal that have helped many firms get bigger sales. Send for your copy today! Write on your business letterhead to Dept. M-3, Nashua Gummed and Coated Paper Company, Nashua, New Hampshire.



Look for the Triangle **NASHUA** Sign of a Nashua Value

Modern Packaging

MARCH 1941

VOLUME 14

NUMBER 7

Packaging Progress

A Review and a Forecast

Each year, in its March issue, Modern Packaging brings to its readers a review of the year's trends and developments and a forecast of the immediate future. In so doing, we seek to provide a clearer view of the general line of development which packaging is taking—a view not so easily gained by the month-to-month and day-to-day examination of each individual feature of the developing picture.

And so, in 1941, as in years past, we abandon, for one month, the attempt to cover all the news as it happens and seek instead to re-orient ourselves and our readers within the kaleidoscopic and ever-changing picture that is packaging. The month of March is chosen as the most appropriate time for this activity since it is marked by the announcement of the results of the annual All-America Package Competition—an industry-wide Competition which has grown to the point where it now provides a very real measure of progress in every field and phase of packaging. Since this issue of Modern Packaging appears immediately prior to the annual Packaging Exhibit and Conference, the process of orientation, an increasing number of our readers find, serves in good stead in permitting an intelligent evaluation of the exhibits and the discussions which go to make up the annual Conference.

But beyond these immediate—and important—reasons, there is another more important reason for an annual review. Packaging is no longer an isolated activity understood only by packaging experts, production men, suppliers and the like. Nowadays, packaging has come to play a vital and recognized part in American life and the annual evaluation of the work of the packaging industries, therefore, likewise has come to play an important role in permitting American business as a

whole—and the American public—to estimate the growing importance and the growing contribution of packaging to the reduction of costs, the maintenance and expansion of the American standard of living, the development of new products, new foods, new medicaments and drugs and new ways of getting greater usefulness out of old things. Thus, as its ultimate purpose, this review seeks to provide our industry and the nation, and the public whom we all serve, with a better and a clearer picture of where we have come from, where we now stand and, most important of all, where we are going.

Packaging and Defense

Overshadowing every other development—in the packaging industries as in the entire economic fabric of this country—stands the defense program. A year ago—with the world supposedly at war, but with little actual warfare going on—this country had taken no steps to chart its future economic road. In contrast today, the direction at least has been charted, though the full extent of the program and its ultimate end is still shrouded in the mists of the future.

Certain things, however, are apparent to all who can see. The mobilization of industry for defense purposes and the probable acceleration of this trend in the very near future has definitely altered the balance of our economic structure.

After a period of alarmist rumors and panic-stricken predictions of shortages, the packaging industries as a whole have settled down to a more realistic examination of the present and future availability of packaging materials. This more temperate attitude dates from the

publication, in the November issue of *Modern Packaging*, of an extensive survey of the entire situation under the title "If War Comes." *Modern Packaging* will continue in the future, as in the past, to bring to its readers all possible information as to developments along these lines. One such development, which may yet prove to be of the utmost significance, is discussed in some detail on the opposite page.

The defense towns present another phenomena which should serve to accelerate certain trends in packaging which have been going on for a number of years. The shape and structure of the retail store has been changing and has been having marked effect upon packages. This subject has been described, in a thoroughgoing manner, in the survey by the Institute of Package Research titled "The Store and the Package" which appeared in the September 1940 issue of *Modern Packaging*.

This change has been a gradual one and the vast majority of retail establishments, particularly in the food and drug fields, have been only partly affected by the change. Stores in the new defense towns will, of course, be modern stores, fully reflecting the latest techniques and hence demanding the most modern of packages designed to meet sales conditions of the larger, well-lighted, self-service type of establishment. Even in the older cities, where defense contracts play a major part, new stores are springing up and old stores are being refurbished along modern lines. Thus a trend which has already begun to affect packaging is being immensely accelerated. The effect upon the packager will, in the next year, show a similar acceleration. No new package design in the food or the drug field can be considered a modern design unless it takes cognizance of the changing conditions of an increasing number of retail stores.

Another phenomena related to the international situation which has brought the defense program into being has likewise affected packaging during the last year and changed the picture for the future. Packaging has been almost entirely a domestic industry, utilizing domestic raw materials (with the exception of tin and rubber) and fabricating these materials in American plants. However, a limited quantity of imported packages and package parts had previously been utilized. This consisted principally of fancy glassware for the cosmetic industry and of some foils, velours and other decorative papers. The war cut off such imports sharply. The domestic glass industry is here confronted with a situation parallel to that which faced the American chemical and dye-stuffs industry during the last war. That latter industry grew to the point of being able to stand on its own feet, even after the war ceased. Literally hundreds of chemicals and dyes for which we were formerly dependent upon foreign imports became available as domestically produced products. In most cases, the domestic product has, ever since 1918, maintained a complete hold on the market. So, too, may the glass industry and those sections of the paper field, which are being affected by the cutting off of im-

ports, grow to a point of self-sufficiency not only for the present crisis but for all time to come.

All of this imported merchandise came to so insignificant a total, when compared with the great volume of domestically produced packages, that it might well be ignored except insofar as the situation indicates the resiliency of the American packaging industries. Their ability to replace the goods cut off by war with products of equal or greater quality at equal or lower prices, serves, in large measure, to reassure packagers who fear that their needs may be cut off if the international situation becomes increasingly acute.

Design and Construction Trends

Trends in packaging are influenced by a vast variety of considerations and factors. Among these there are four principal ones. First, the introduction of new materials of packaging. Second, the development of new methods and machines for packaging. Third, the development of changes in trade customs or in consumer habits. Fourth, adjustment to all that group of outside influences which affect the daily life of every consumer. These outside influences are many and varied. Fashion trends in clothes may be one of them. A political campaign or an international event may affect package design.

In examining design trends, as shown through the thousands upon thousands of packages entered in the All-America Package Competition of 1940, all four of these major influences are apparent.

Most visible to the eye is the effect of the last group of influences—which for want of a better name might be called "outside" or "historical" influences.

War in Europe has profoundly affected the American people. There has been a resurgence of national consciousness in this country unparalleled in our times. Millions who never stopped to think of themselves as Americans—who had never found it necessary to stop and do so—have now, for the first time, become acutely and pridefully aware of their American heritage. American history—once considered a fit subject for high school freshmen and Fourth of July orators—has become something of acute interest to millions upon millions of everyday Americans. They relish and accept motion pictures based upon historical themes. The best selling novels and biographies are those which treat of American historical subjects and personages. Fashion, too, has reverted to the American theme.

Under these circumstances, it is not to be other than expected that packaging should likewise begin to demonstrate the effects of this trend. In some respects, packaging anticipated the trend and helped to form it. Two or three years ago, some packagers had begun to explore the public's interest in early Americana. Their outstanding successes led others further along the line. And the current All-America Package Competition shows a pronounced development, within the last year, that might well be termed a definite trend.

Here a word of caution would certainly be in order, for already the packages which follow this trend begin

to show differences in quality of design. While some packages are authentic reproductions of early American articles or attractive and beautiful representations of American themes, a few—and happily just a few so far—are gaudy, tasteless, band-wagon creations attempting to capitalize upon a trend without contributing towards its development.

Undoubtedly the public's interest in the theme will continue, no matter what packagers do about it. But, should the cheap and tawdry attempts to cash in on this public interest dominate the scene, packaging as a whole will suffer in the public's eye. On the other hand, should this trend continue along its present major line of development, designers will have much

opportunity to create packaged merchandise of real beauty and real consumer appeal.

The effect of changing trade and consumer customs upon packaging is likewise much to be noted in any examination of the year's work of the packaging industries. Although the Food, Drug and Cosmetic Act has been on the books for almost three years, it did not fully come into effect until 1940. Many of its obscure provisions are even now not completely defined, but thousands of packages have been modified to secure a high degree of compliance with the Act.

These modifications have taken two major forms. First, package labels—which are defined under the Act to include any printed matter on any part of the package—have been modified to conform with the re-

OPM Aluminum Ration Order to Affect Packagers

As this issue of *Modern Packaging* goes to press, Edward R. Stettinius, Jr., Director of Priorities of the Office of Production Management, has announced the issuance of an order establishing priority preferences for defense applications of aluminum.

The order will, undoubtedly, have some effect upon packagers utilizing aluminum products as container parts, although the exact extent of this effect is not yet clear. Under the new procedure set up by Mr. Stettinius' order, producers of aluminum will submit, one week before the end of each month, their orders for the following month to the Aluminum Magnesium Priorities Committee for priority rating. This five-member board will then determine which orders are to be given preference.

While this procedure may seem drastic to packagers, a spokesman of the Aluminum Co. of America has pointed out that "It will not materially change the present practice, but will clarify and improve the procedure." The company has been recognizing the growing need for quick deliveries on government contracts and had previously taken steps to allocate non-defense production in a manner which would cause the least dislocation among established users of aluminum materials. The essential change, therefore, is represented by the transfer from a voluntary and unofficial system of allocation to a government sponsored and operated rationing. While no indication is yet available as to which uses of aluminum in packaging will be deemed essential and which will be regarded as capable of being dispensed with—the assumption may be made that protective applications will be given preference

over purely decorative applications. Uses of the metal in packaging will also be considered on the basis of the availability of possible alternative materials. Where alternatives are available, use would probably be restricted.

Interesting as an indication of the reservoir of facilities still available for non-defense use are the production figures for the last three years. In 1939, 327,000,000 lbs. of raw aluminum were produced in this country and 325,000,000 lbs. were consumed. In 1940, production mounted to 413,000,000 lbs., but consumption rose still more to 454,000,000 lbs. Producers' stocks were thus depleted to the extent of 41,000,000 lbs.

Production for 1941 is being stepped up substantially with the addition of new plants, notably those being constructed by the Reynolds Metals Co., Inc., in the Tennessee Valley and in the far Northwest. The facilities of the Aluminum Co. of America are also undergoing very substantial expansion.

It is anticipated that 1941 production volume will reach 600,000,000 lbs. of which 350,000,000 lbs. will be required for defense purposes. This will leave some 250,000,000 lbs. for civilian use. Such shortage as may yet occur will be measured by the difference between this last figure and the civilian use in 1939.

Spokesmen for the aluminum producers have indicated that they anticipate a period of "tightness" for the next 120 days, barring unforeseen eventualities. It has been pointed out that the defense industries have been piling up inventories and that an increased proportion of the day-to-day production may possibly be released for non-defense use.

quirements of the law. In the process of making these changes in wording, manufacturers have had the opportunity to redesign vast numbers of out-moded packages. Some of them have taken the bull by the horns and redesigned completely. These, however, are in the minority. Most manufacturers have not been particularly anxious to call the public's attention, in any drastic manner, to the package changes. They have felt that they were passing through a difficult transition period. While they were willing to comply with the law, and while most of them in fact welcomed the opportunity for all to eliminate unfair claims and unfair practices simultaneously, the general trend of opinion seems to have been that it was not necessary to violently call the public's attention to these changes.

The second major effect of the Food, Drug and Cosmetic Act has been upon the size and shape of packages. Three single sentences in the Act prohibit deceptive packaging. The actual phrasing refers to "containers so made, formed or filled as to be misleading."

Packagers and the FDA

Much confusion arose when the Act was first passed as to the exact interpretation to be applied, in each specific instance, to these few words. The Administration has proceeded cautiously in attacking the problem of applying and enforcing these misleading container provisions and has, in many instances, secured the cooperation of groups of packagers in devising formulas complying with the law. The problem is at best a difficult one. Many practices which might be interpreted as deceptive arise from purely mechanical considerations in the fabrication of the container or in its filling. The problem, therefore, becomes one of discovering just where physical and mechanical margins leave off and true deception—with intent to deceive—begins. An outstanding example of this sort—and incidentally an outstanding example of government-industry cooperation—is found in the case of the toothpaste cartons.

Manufacturers of toothpaste, and other products packed in collapsible tubes, had gradually grown into the habit of using folding cartons of a size substantially larger than that absolutely necessary to hold the tube. No one wanted this practice to continue. It represented an economic waste in terms of boxboard needlessly utilized. Packages were too big, wasted space in shipment and failed to afford desired protection, because the product "floated" around within the carton.

The Food and Drug Administration decided to enforce a reduction in carton sizes. With this, no one could logically disagree. But how much of a reduction? Should cartons be limited to the absolute minimum size? Or should consideration be given to the mechanical tolerances necessary to permit continued use of high-speed cartoning machinery?

The problem was solved by negotiations and consultations between the Food and Drug Administration and committees representing the principal manufacturers and the Packaging Institute. In these ne-

gotiations, formulas were worked out, providing dimensional tolerances, stringent enough to eliminate anything that might be interpreted as deceptive to the consumer, yet broad enough to permit use of high-speed machinery.

The end results have been most satisfactory all around. The consumer has undoubtedly benefited. The packager has benefited likewise. No longer must he compete in giving away boxboard because his rivals do so. He can concentrate upon the packaging and merchandising of a better product and can thus serve himself and the consumer.

A number of other instances of this sort of cooperation have occurred during the last year. The path has not been an easy one. Government and industry have had to learn to get along together and sometimes suspicion, distrust and misunderstanding have taken months to brush away.

The Federal regulatory enactments have not been the only ones affecting packaging. A number of packages have been improved or modified during the last year to comply with local health regulations. An outstanding instance of this sort is found among the prize winners in the Closure Division of the current Packaging Competition. Here the New York City health authorities promulgated new regulations for milk bottle construction, including a demand that all bottles utilize hood-type caps rather than the plug type formerly used on a large proportion of the containers. The prize-winning package in question represents a substantial improvement in consumer convenience. It is a far better package than that which existed before. It is lighter in weight, it pours more easily with less drip and spillage, its closure is tamper-proof. Yet none of these dividends were required by the original governmental regulations.

This instance is but one of many which might be cited in which industry, in the process of complying with governmental edict, has gone far beyond the letter of the law to provide true consumer convenience, true economies and true product improvement at no extra cost to the public. The function of government, in instances of this sort, seems to be very much like that of the starter in a foot race. By making all competitors line up in compliance simultaneously, it eliminates those forms of competition which are against the public interest and encourages those forms of competition which are in the public interest. Obviously such functioning of government is subject to many abuses. Wherever abuses do not creep in, the results are all to the good. Yet packagers must be ever watchful against the arbitrary use of such government power and their very watchfulness, as individuals and through their associations, trade publications and other organs of expression, serves to keep the public servants working in the general interest.

The Consumer and the Package

In former years, the consumer movement was something about which a very great deal more was written

than was, perhaps, justified by the size or influence of the movement itself. Within the last year, the opposite tendency was to be noted. Consumer organizations have consolidated their influence. They have become accepted organs of expression for the individual consumer. They are consulted by manufacturers and manufacturers' organizations. Their advice is sought rather than resented and hence, since they do not get into knock-out and drag-down fights with industry, their increased influence has been paralleled by an actual decrease in the public notice which they receive.

Packagers, of course, cannot afford to be deceived by this phenomena and the packaging industries, as a whole, have continued, within the last year, to recognize the ever-increasing importance of the consumer movement and to attempt to comply with consumer desire wherever possible.

One example of this sort of cooperation is found in the recent decision of four of the country's major chain store organizations to introduce grade labeling on their private brand fruit and vegetable cans and jars. While there is still much resistance to A-B-C grade labeling and while many manufacturers are not convinced of the advisability of the practice, these four chain store groups represent a sizable segment of their field and will undoubtedly exercise a substantial influence over the entire grocery field by their decision.

As against this one organized expression of consumer-retailer-manufacturer cooperation, there appear to be hundreds upon hundreds of unorganized and unpublished expressions of the manufacturers' willingness to comply with the consumers' desires. To one who examines the All-America Package Competition entries with more than a casual interest in this aspect of packaging, the fact becomes immediately apparent that literally thousands of packages evidence a new thoughtfulness for, and a new awareness of, consumer interest.

In many cases, this tendency is demonstrated in the form of constructional innovations. Glass containers are designed to fit into modern medicine cabinets and modern refrigerators. Closures are designed for easy opening and for simplified pouring. New types of applicators are devised to facilitate the use of various products. Whereas, in former years, some such devices might have been misinterpreted as being deliberately designed to waste the product, the current crop of innovations are obviously designed to make the product go further and thus to reduce the cost per application for the consumer. A host of such tricks and contrivances, devices and gadgets have made their appearance, all designed to increase the consumers' convenience in the use of packaged merchandise.

Two outstanding examples of this sort of improvement, in the convenience of packages, are found among the award winners in the Closure Group of the All-America Package Competition. In one case, The Ohio Cosmetics Co. has defied all tradition in the packaging of nail polishes and polish accessories and has utilized newly invented applicators which reach the consumer as an integral part of the collapsible tubes

which carry the product. The polish is fed through the applicator-brush and thus is utilized without waste and with the utmost convenience.

In the second instance, the Shu-Milk Products Corp. has solved somewhat the same problem through the adoption of a metal screw cap equipped with a rubber and felt dispensing device that feeds the white fluid directly to the shoes. The applicator-brush or swab—with all the attendant mess and bother—are thus eliminated. Once again, spilling and evaporation of the product are avoided.

Functional vs. Freakish Design

This tendency—to consider the long range interests of the consumer as paramount in the design program—is all to the good. Yet, in praising it, it is necessary to express a word of warning. It avails the consumer nothing to provide him or her with an improved package, closure or applicator, unless, at the same time, the manufacturer provides adequate and simple instructions and explanations. Repeated studies have disclosed that many such devices are used properly by only a minority of consumers. Manufacturers must become increasingly aware of the fact that not all housewives are mechanically inclined. The average woman, and for that matter the average man, will resent a package device, created for his or her convenience, if they do not understand how to use the device properly. While many manufacturers have surmounted this relatively simple problem by providing adequate, simple and illustrated instructions at points on the package immediately adjacent to these devices, all too many others have failed to take this vital last step and have, consequently, failed to capitalize, to the fullest possible extent, upon the consumer convenience they have initiated.

The tendency to consider the consumer, to an increasing extent, is also demonstrated in the field of re-use packaging. Two, three and four years ago, Modern Packaging utilized this annual period of review as an opportunity to express a criticism and a warning in this regard. We viewed with alarm the growing number of re-use containers which represented far-fetched ideas of little real use to the consumer.

Happily, this tendency seems to have virtually disappeared during 1940. Re-use containers, with only a few exceptions, are being designed to provide tangible values for the consumer. Their cost today is more in line with the cost of the product itself and their utility is usually found to have some close relationship to the use of the product.

The design of re-use containers has improved in another respect as well. Freakishness and sensationalism have, to a large degree, disappeared and attractive, well-thought-out elements of design have replaced the bizarre and the baroque. In a number of outstanding instances, re-use values have been built into containers, within the last year, without adding anything to retail prices. One such case is represented by the tobacco

humidor which receives award in the Metal Containers Division of the 1940 Competition. Even in the holiday and giftwares field, where re-use boxes and combination boxes are elaborate enough, in many instances, to demand and justify the passing on of a portion of their cost of the consumer—even here the added cost has, during the last year, been more justified than ever before in terms of added value.

Design and Redesign

With increased business activity—and the prospect of a continuance of such higher levels of income distribution for a prolonged period—many manufacturers have dared to undertake large and long delayed redesign programs. The last year has seen the redesign of a number of broad families of products—a type of redesign project which, naturally, involves the expenditure of large sums and the assumption of risks which only can be undertaken when the volume of prospective business justifies the hope of increased sales.

One of the most far-reaching of such projects has involved the redesign of the hundreds of packages of the Whelan Drug Co., an effort so well planned and so carefully executed as to be worthy of the most careful study of all packagers. A detailed analysis of this operation will be found on pages 286 et seq. of this issue of *Modern Packaging*.

Significant of the continuance of this trend is the recent decision of two of the largest companies in the food field, the National Biscuit Co. and the Sunshine Biscuit Co., to embark on long-term redesign programs of the most ambitious sort. These actions reflect the increasing awareness of food packagers of the rapidly changing environment presented to their packages by the development of the super market. Undoubtedly, the next year or two will see the issuance of large numbers of new and redesigned packages planned especially to fit the conditions imposed by self-service, mass-display stores.

Much progress has been made in the toy and game field, a package-using industry once characterized by the backward and primitive character of its containers and container designs. While the award-winning cartons of the Auburn Rubber Corp. would be outstanding packages in any field, they are all the more exceptional when viewed against the background of the past performances of the industry from which they spring.

The appearance of these and other well-planned packages is not, however, something that "just happened." Department stores and syndicate store buyers have, for several years, indicated their consciousness of the value of sound package design as a tool of selling in the toy and game field. The pressure they have exerted has now begun to produce tangible results. And the trend has now, no doubt, been accelerated by the cutting off of imported toys and the consequent expansion of the market of American producers. The increased volume, in the opinion of a number of these

producers, has justified expenditure for design which they had formerly been unwilling to risk.

An important new trend is to be noted in what might well be termed the service industries—the laundry, dry cleaning and related trades. Here, where packaging was once considered "a necessary evil," the realization has become general that packages provide an ideal means of emphasizing the quality of service to the consumer. This changing attitude is demonstrated in a number of ways. The industry's publications and associations—which once discussed only washroom problems—now eagerly seek articles and speakers on the subject of packaging.

It has remained, however, for a newcomer to the field to produce the outstanding packages of the year in the service industries. The effort of L. Bamberger & Co. in this direction, the success of which has been crowned by All-America recognition, reflects the fresh and progressive viewpoint which has long characterized this store. The Bamberger packages not only represent a sound solution of the problems of protecting and handling soiled and cleaned linens and clothes, they also demonstrate how a service operation, such as laundering and dry cleaning, can be converted, by planned packaging, into a continuous reminder advertising campaign for a large retail establishment.

On the Use of Materials

The packaging industries have always been characterized by a willingness to search the entire world for materials that will create better containers and more attractive ones. In fact, half a dozen great American industries have received the support that carried them through their formative years from packagers. Most notable among these, perhaps, is the plastics industry which now burgeons on every side with a host of new products and a myriad of new applications. Much of the volume business which brought down plastic raw material costs originated in the packaging, and particularly in the closure field, approximately eight and ten years ago.

In their constant search for new materials and new processes, packagers, within the last year, have paid particular attention to plastics, to pottery, to rubber derivative sheet materials and to specially processed types of heat-sealing wraps. The year has brought into view no single new sensational material that had not been utilized, to a degree, in earlier years. It has, rather, been characterized by shifts in the percentages by which new packages have adopted various types of materials and these shifts presage greater shifts to come.

The defense situation, the changing ratios between various materials, the accelerated tempo of laboratory research and a number of other influences, all contribute and combine to make such shifts almost inevitable. Many of the larger packagers have been spending substantial sums of money in research into the possibility of shortages induced by the international situation or the domestic defense program. Although not

confronted at the present time with any great shortages or priority restrictions, they have sought to forearm themselves and to anticipate such restrictions, priorities and limitations as may, at some later date, be applied to their present packages. Similar researches are being carried on by a number of package producers. Label manufacturers, can makers, bottle makers, collapsible tube fabricators and many others are studying ways of meeting the needs of the consumer goods industries while complying with possible future restrictions upon their use of such raw materials as rubber, tin, lead, aluminum, paperboard, paper, ink, etc.

We cite these facts not, in any sense, to cause alarm. On the contrary, they should tend to allay fears, for they show that the packaging industries are fully aware of possible future developments and are actively preparing for them. Dislocations, if they occur, will undoubtedly be minimized and it is hoped that relatively few packagers will be forced to shift from one generic category of containers to another. Such shifts as may yet become necessary will, more probably, occur as changes from containers utilizing more of a strategic material to containers so constructed as to provide the same capacity with less material.

Nonetheless, in some fields conditions are already tightening. Thus, a distinct tendency is notable towards the adaptation, by cosmetic houses, of plastic containers where metals, such as brass, were formerly utilized. The brass fabricating industries are already so busy with war work as to make the design, tooling and manufacture of new compacts, lipstick cases and similar items relatively a difficult job. Packagers, aware of this situation, and of its possible change into a more acute stage, are turning to the use of plastics in increasing numbers. But this tendency is not limited to packagers alone. Metal users in many fields have taken the same turn and more are daily approaching the same decision. A recent statement of Edward R. Stettinius, Jr., former President of the United States Steel Corp. and now Director of Priorities of the Office of Production Management, points the trend.

"With defense industries," he said, "making compelling demands on the available supply of such metals as aluminum, magnesium and zinc, it appears that the supply available for other production in the non-defense sphere will be diminished. This means, in turn, that the whole question of plastics now becomes more important than ever before."

Yet, while plastics may offer many packagers a road detouring bottlenecks in other fields, there is a potential bottleneck in the plastics industry itself that will bear watching. To produce plastic packages and closures and displays, molds are needed. And these, in turn, require tool steels, machine tools and skilled diemakers. Already, mold deliveries must be delayed—in some instances—because of backlogged orders. And this condition may be expected to become intensified if industry in general follows the advice cited above—a course which, there is every reason to think, it will take.

Packagers planning to turn to plastics must, there-

fore, take either of two courses. Either they, too, must plan far in advance and await their turn for molds or they must devise packages which can utilize existing stock molds. In the closure field, in particular, the stock mold libraries of a number of companies should now—more than ever—serve packagers in good stead.

It is important, in considering this question, to recognize a vital difference between the case of plastics and that of industries where material shortages may exist. In the plastics industry, the bottleneck is passed as soon as a tool—the mold—is made. In contrast, denial of priorities for packaging materials may—if once introduced—last for the full period of national emergency.

Progress in the Food Field

In the fresh food field, packaging has made phenomenal progress within the last year, continuing and extending a trend noticeable for three or four years past. Vegetables, which once seemed to present insurmountable obstacles to packagers, are now going to market in a wide variety of containers. Moreover, they are frequently commanding premium prices and earning such premiums by reaching the consumer in a better state of preservation than ever before.

Transparent bags, of both the familiar cellulose varieties and the newer rubber hydrochloride materials, have played an important part in this development during the last year. An outstanding case history in this field is that of the award-winning carrot packages of the Matchless Produce Co., Ltd. These packages reduced shipping weight and bulk and provided a high degree of consumer convenience for a product heretofore treated as "unpackageable."

Developments involving the use of rubber hydrochloride sheeting in the food field—which were so noticeable in 1939—have continued during the last year. That the H. J. Heinz Co. brine-containing pickle package was no flash in the pan has been demonstrated by the appearance of a number of other products, of liquid or semi-liquid form, in containers fabricated of this transparent sheet material. These pioneer packages seem to have settled, for all time, the question of the ability of such liquid-holding bags to stand up under adverse handling and shipping conditions. With that question settled, it is to be expected that numerous manufacturers, who heretofore hesitated to tie their products to a still experimental package, may now proceed with plans along these lines.

While the rubber hydrochloride sheetings have continued to hold the transparent wrapper spotlight, much progress is being made in adapting the older transparent materials to new uses. A particularly interesting development is found in the wax-treatment process whereby cheese is today being protected with transparent cellulose. The adaptation of this technique has brought an All-America award to the South Kaukauna Dairy Co. which is packaging natural cheese in small consumer units—something which has previously presented major problems to cheese makers.

Natural cheese must be cured and aged before it is ready for consumption. To do this to small consumer units would involve prohibitive handling costs and, for this reason, the development of identified consumer packages of natural cheese has lagged far behind the progress made in this respect by producers of packaged process cheese.

The new method, known by the name "Cellu-Wax," permits cheese to be produced, cured and aged in the large block or wheel form. The product is then cut, by a simple device, into the desired unit sizes and these units are given a coating of special wax by a dipping process. The wax-coated cheese is then wrapped in printed transparent cellulose. The wet-wrap method is utilized, with the outer or printed surface of the wrapper moistened to make it plastic and slightly tacky. Wrapped around the loaf or brick of cheese, the moistened cellulose sheet seals on the end folds and bottom lap. As it dries, shrinkage occurs, causing the wrap to fit tightly and smoothly over the cheese. This shrinkage has the further advantage of causing the wrap to form something of a bond with the wax coating on the cheese. It further acts to bind the wax to the cheese. The resultant package is attractive and appealing and—most important of all—highly protective for the product.

Another development which bids fair to play an important role in the months to come concerns the packaging of dehydrated foods. For several years, manufacturers have been marketing—on a limited scale—soup ingredients and other dehydrated foods. The space-saving and weight-saving advantages of these products were, however, largely negated by bulky packaging. Recently, manufacturers have adopted compact, highly protective packets for these products with outstandingly successful results. A more detailed treatment of this subject will appear in the April issue of *Modern Packaging*. At the moment, it is important, however, to point out that dehydrated foods are looked upon by military authorities as a potential solution to many of the major problems confronting those responsible for feeding the army which now, as always, still marches "on its stomach."

In comparison with the favorable trends in the use of materials, which have been described in the foregoing paragraphs, one trend must be reported upon somewhat regretfully. In both the transparent bag field and the rigid transparent container field, a condition has arisen in which many manufacturers are attempting to utilize materials of too light a gauge. The resultant package failures are often incorrectly ascribed to the manner in which the package has been fabricated, or to the packaging material itself, rather than to the actual cause. The Institute of Package Research is at present conducting an extensive survey into the cause and the cure of this situation. The April issue of *Modern Packaging* will carry a detailed report by the Institute which is being compiled with the aid and cooperation of many raw material producers, fabricators and consumers.

One more notable trend in the use of materials is that involving the growing adaptation of pottery and stoneware to packaging purposes. This material is no newcomer to the packaging field. Much of the early history of packaging, and virtually all of what might be termed "prehistoric" packaging, involved the use of pottery. From "The Ode to a Grecian Urn" to "The Little Brown Jug," the pottery package has made a name for itself.

But when packaging became a highly mechanized, mass-production industry, pottery tended to drop out of the picture. It lacked uniformity, sturdiness and a number of the other essentials of sound packaging and hence lost out when in competition with metal, glass and paper.

The re-birth of pottery packaging represents no nostalgic longing for a bygone past. For pottery has changed. While it may be utilized to establish an old-fashioned atmosphere, the modern pottery package itself is not old-fashioned. New methods of production, of glazing and firing have provided greater strength, greater uniformity, lighter weight and the ability to combine well with other materials.

What of the future of pottery packaging? The experience of British packagers in recent months may here be taken as a clear indication of a trend. The British have been forced to turn to pottery, in preference to containers made of imported materials. And British packagers have been forced to develop advanced methods of production. One outstanding achievement in pottery has recently made its appearance on the British market in the form of an accurately screw-threaded cream jar to which threaded closures may be applied by automatic machinery. This is reported to be now in use and to be working on production lines without difficulties and with no undue percentage of breakage.

While the British have, perhaps, made ten years' progress in a single year, we do not mean to imply that the American pottery industry is backward, although it can truthfully be said that the number of potteries who have gone wholeheartedly into the exploration of the packaging field are few. But those who have gone into the field are doing an outstanding job and one which promises even more fruitful returns in the future.

Trends in Display

Display and packaging have always been closely linked together. Packages form a major part of most displays. The same people usually determine package and display designs. And oftentimes, the same manufacturers fabricate both packages and displays. Yet, despite this close relationship, one basic difference exists between the problems of design presented by packages and those presented in the creation of displays. Packages are designed for the years. Most displays are designed for days or months.

Because of this time element, the display field has tended to be a bellwether indicating style trends and changes in the use of materials, in merchandising meth-

ods and in the general approach to the consumer. Manufacturers experiment in the display field far more readily than they do when planning a new package. The cost of failure is not so great and the results of success are more easily and more quickly ascertained.

We may, therefore, wisely examine progress being made in the display field as an indication of the coming trends in the packaging field as well as a phenomenon worth examining in itself. The current All-America Package Competition exhibit represents the greatest collection of displays ever gathered together. Not only is this statement true in a numerical sense, it is just as true in respect to quality. Techniques adopted four and five years ago are seen in this collection to have been refined to the highest level yet attained. This is true of color lithography and particularly in the use of direct color photography. Lithographers have developed ingenious new constructions which have simplified the problem of erecting displays and which, at the same time, have permitted the attainment of unusually attractive multi-dimensional effects at costs far lower than could have obtained even a few years ago.

The Display Field Expands

The makers of permanent display fixtures, particularly of counter display units, have evidenced great ingenuity in their broadened choice of materials and in the variety of ways in which they have utilized these materials. The new plastic sheet materials have been avidly adopted for display purposes. Fluorescent plastics have been used in several instances to achieve extremely pleasing and eye-compelling effects. An example of this sort is the award-winning display adopted by Abbott Laboratories for its vitamin products.

An increasing number of units utilizing plastics (both molded and in sheet form), plaster, molded pulp, rubber and cast metals have made their appearance during the last year. In many cases, the technique of working these materials is only in its early stages of exploration and development. Yet already the results achieved would indicate great potentialities for future development. Much progress has also been made, during the last year, in the development of combination package-displays, a broad borderline field in which set boxes, transparent containers and corrugated and solid fibre packages all play a part.

Another trend in development is noted in the field of outdoor displays. Here a number of special processes have been devised to render display materials impervious to exposure to extreme weather conditions. A display such as that, which won an award for the Texas Co., would have been an impossible pipe dream only a few years ago. Today it is an outstanding reality and tomorrow it will be a commonplace.

While the techniques of fabricating displays are thus showing a rapid development, the techniques of utilizing displays seem to be lagging behind. Neither the display manufacturers nor the display users have yet

embarked upon any organized effort to so systematize display distribution as to bring it to a stage where displays might be considered as a measurable medium on a basis of equality with other advertising media. Some few steps along this line have been made in former years, but the crying need still exists for greater research into the utilization of displays. The surveys of the Institute of Package Research have disclosed much heretofore unavailable data regarding dealer reactions to displays. A number of manufacturers, both in the food and drug field, have, in fact, governed their display designing policies, in large measure, on the basis of these disclosures. But much work remains to be done if the waste of unused or prematurely discarded displays is to be substantially reduced.

Machines and the Plant

Package machinery manufacturers have once again, during the last year, demonstrated their ability to solve the difficult problems with which packagers have repeatedly confronted them. Most notable of the developments in machinery, during the last year, have been the devices created to permit the high-speed production of heat-sealed packages and the machines devised for the fabrication of rigid transparent containers. Both these—and particularly the latter—demanded pioneering researches. Package machinery engineers are to be particularly congratulated on the relative speed with which they have evolved solutions to the problems presented by these newer materials.

Progress, however, has not been restricted to the two fields cited. Innumerable improvements on existing types of machines have been announced by various manufacturers during the last year. In many cases, these improvements have been devised in order to adapt older styles of machines to the requirements of packages themselves, re-planned to meet the deceptive packaging provisions of the Food, Drug and Cosmetic Act.

With the heightened tempo of general business, machinery manufacturers have been kept busy meeting the needs of packagers replacing old equipment with more efficient units. At the same time, they have had to build and install a number of completely new plants. Thus, the general level of activity in the package machinery industry has been continuously high throughout the last twelve or fifteen months.

Since the initiation of the defense program, a number of situations have arisen affecting the production of packaging machinery and replacement parts. As these situations continue to develop, they will merit the most careful and continued study by package production men and by all those concerned in any way with the use of packaging machinery.

Package machinery manufacturers have not been among the major recipients of defense orders. The specialized equipment used for making highly refined packaging machines does not lend itself to rapid adaptation to the mass production of armaments. Nonethe-

less, defense orders of a highly specialized nature are beginning to reach the package machinery industry. Some 20 to 30 per cent of one manufacturer's facilities have been called upon by defense contracts. Other manufacturers report similar or smaller percentages of their plant capacity, at present, allotted to defense work. Most manufacturers anticipate a substantially larger requisition for their facilities for defense work in the not very distant future.

This alone would not, however, create any question of the availability of machines or replacement parts. The institution of double shifts and the use of overtime would permit the industry to absorb the excess load without penalizing its basic customers.

Other considerations, however, are beginning to have an effect. "Some delay is already being experienced in obtaining materials and supplies entering into the construction of packaging machinery," writes H. H. Leonard, President of Consolidated Packaging Machinery Corp. "This will not be serious at first, but as stocks come to be exhausted, undoubtedly delays in delivery of material will increase. Where purchases of equipment are being considered, the sooner the orders are placed the greater will be the possibility of a reasonable delivery. It will also be a safe precaution to check up on the supply of repair parts for machines in use, and by carrying a sufficient quantity, to forestall any delay in operation by failure on the part of the machinery manufacturer to ship promptly."

A similar viewpoint is expressed by Frank B. Fairbanks of the Horix Manufacturing Co. "Few users of packaging machinery have been accustomed to placing orders for equipment very far in advance, but have been inclined to wait until the last minute before covering their requirements. When machinery was simpler and less specialized, so that it could be built in advance and stocked, such a policy of delaying purchases until the last minute resulted in relatively few disappointments. However, with the growing use of specialized automatic equipment, made of corrosion-resisting alloys, which is in increasing demand for the Defense Program, anticipation of future requirements is now the better course of procedure.

"While excessive investments in machinery and inventories are equally inadvisable, placing orders as far in advance as possible at this time not only insures against being impelled to use obsolete or inadequate equipment, but it enables machinery manufacturers to utilize their productive facilities to the best possible advantage. This in turn redounds to the benefit of the purchaser of equipment by keeping down costs, planning to compensate for the inevitable increases in labor, materials and taxes, and delaying the time when equipment prices must be raised."

Carl H. Lamblet, President of the New Jersey Machine Corp., points out that, "Certain design changes may be necessitated due to the inability of getting materials which normally are being used in the building of packaging machines. Today, synthetic rubber and aluminum sheet, for instance, are practically

impossible to obtain, except for defense purposes. Brass is on a limited allocation; stainless steel, iron and aluminum castings, certain electrical equipment can be procured only on long deliveries. Needless to say, the procurement of machine tools of modern design to counteract the loss of personnel can only be obtained on deliveries of ten to twelve months or more."

The reader should not over-emphasize the adverse or negative aspects of these statements. As straightforward expressions of the opinion of men vitally concerned with the development of the package machinery industry, they point the problem and, in large measure, provide the solution. The wise packager will anticipate future requirements for machines and for replacement parts in so far as it is possible. Replacements contemplated for mid-summer or early fall might better be made immediately. And the need for such replacements undoubtedly exists in many a plant. Manufacturers report that their orders for replacement parts on machine models made as long as 20 and 25 years ago still constitute a notable portion of their total orders for replacement parts. This indicates that many plants are continuing to use machinery of limited production capacity, more expensive to maintain, requiring a greater amount of labor and less capable of turning out products of high uniform quality than with equipment of modern design.

Noting this fact, Mr. Fairbanks points out that, now more than ever, the use of such out-moded machinery represents an industrial anachronism. "The long range result of the National Defense Program will unquestionably be to increase the need for packaging machinery, while at the same time making it more difficult to secure, and ultimately more expensive. Packaged goods, particularly foods, will be in even greater demand due to the requirements of the Army and Navy, and a larger consumption by civilians, due to their greater purchasing power as a result of higher wages and continuous employment. Packers, to supply this demand, will have to install more modern labor-saving equipment, which can be operated longer hours by successive shifts of operators. The Army and Navy will demand packaged foods that will not deteriorate in storage, which means that even more careful control of process methods will be required, facilitated by equipment of up-to-date design."

In discussing package machinery and the defense industries, as in discussing any other effect of the defense program upon material availabilities, there is always the danger that words of caution may be misread and construed as alarmist forebodings of dire things to come. The foregoing discussion is undoubtedly intended as a signal warning to manufacturers. But, no meanings other than those directly expressed above should be read into these statements. The orderly march of progress in the packaging industries can continue unabated despite the influence of international affairs, if package machinery-using plants can effectively cooperate with those who supply the machines that make for efficient mass-produced packaging.

AWARDS



WILLIAM M. BRISTOL, Jr.



GEORGE R. WEBBER



JAMES M. MATHES



HENRY DREYFUSS



BARBARA DALY ANDERSON



The Board of Judges

The pages which follow represent, in a very real sense, a tribute to American industry and enterprise, for there are represented the finest fruits of a year's work upon the part of thousands of package-using companies, package designers, package suppliers, advertising and promotion specialists, engineers and machinery producers.

Yet this presentation would have been impossible were it not for the generous and devoted and intelligent work of the All-America Package Competition Board of Judges. To them this note of appreciation and acknowledgment is extended not merely on behalf of the sponsors of the All-America Package Competition, but—we sincerely believe—on behalf of all those interested in progress in packaging. Each of these judges is a leader in his or her field of endeavor. Yet each has willingly worked with no thought in mind other than to select most wisely and—through the process of selection—to encourage the development of the art and science of packaging. To the senior judges, William M. Bristol, Jr., and George R. Webber, and to their able associates who have this year served their first term on the “supreme court of packaging”—Barbara Daly Anderson, Henry Dreyfuss and James M. Mathes—we take this means of extending our sincerest and most heartfelt thanks.

Award Winners

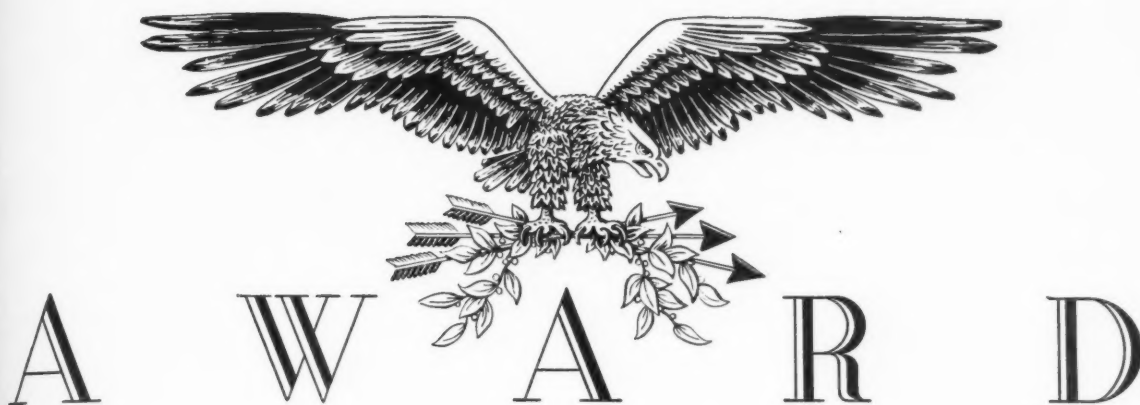
10th Annual

All-America Package Competition

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To Auburn Rubber Corp.

The Auburn Rubber Corp. manufactures a broad line of molded rubber toys and occupies a position of leadership in the toy industry by virtue of its repeated innovations in manufacture, product design and merchandising.

Within the last year, it has introduced a new series of packages—redesigns representing radical changes from earlier practices which were standard in the field. Credited almost in its entirety to these redesigns and to the effect they have had upon sales force and retail distributors, as well as upon consumers, is the 501 per cent increase in dollar sales which the company experienced on this line during the eleven months of 1940, as compared with the entire year of 1939.

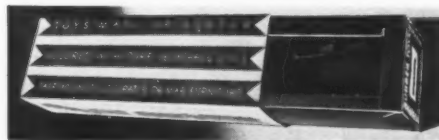
The new packages were designed to meet, rather than to fight, the consumer habit of closely examining each individual toy. Previous practice had called for full-telescoping set-up boxes which had to be virtually taken apart to permit consumer examination of the product. The new container, in contrast, consists of a hinged front platform and an open bin flanked by the back and side walls of the container. Thus, when placed on display, each toy in the set can be examined from every angle and can be seen exactly as it would appear in the hands of the ultimate recipient. For shipping purposes, the container is completed by a one-color printed news-board sleeve which carries descriptive copy.

To aid the dealer in his difficult stock-keeping problem (an element almost entirely ignored in most toy packages), the end of each container is so constructed as to permit the insertion of an identifying card carrying necessary informative data.

From a production standpoint, the new containers likewise present a number of advantages. The tra-

dition in the field, which had been followed by the Auburn Rubber Corp., has been to lay the individual toy items horizontally into the base of the sales box and to staple bands over the pieces to hold them in place and to prevent loss and pilferage. The new containers eliminate the problems arising from broken staples, torn bands, etc. Each item stands erect and is securely held in the platform to which its base has been firmly attached. Items too tall to stand erect in the standard set box are placed on the drop-leaf base so that they stand horizontally in shipment, but erect when placed on counter display.


Credit: Designed by Martin Ullman. Cartons, Wolverine Carton Co.





Preserve this PLANT PANTRY to store
Half-pint Packages Cut and Pour Re-sal Packages.
Get Re-fill Packages from Your Dealer as Needed!

- PEAT MOSS
- BONE MEAL
- COW MANURE
- PLANT FOOD
- LAWN GARDEN PLANT
- SHEET MANURE
- LAWN GARDEN PLANT
- POWDERY TOBACCO
- LAWN GARDEN PLANT



A W A R D

To A. H. Hoffman, Inc.

The sponsors of this package are not newcomers to All-America fame. In a field where packaging was formerly virtually unused or used in its crudest forms, they have solved technical and merchandising problems time and again in their march toward leadership in their industry. The company's "Cut and Pour" re-seal bags were recognized as of All-America caliber in the 1934 Competition. Its sift-proof corrugated shipping containers received a top award in the 1938 Competition.

In the past, most of its work has stemmed from the necessity of solving a technical packaging problem. Merchandising advantages arose as by-products of technical advance. Its current award-winning package virtually reverses this process. The package concept arose from the need of solving the merchandising problem. A number of technical packaging difficulties were overcome in the process of working out a solution.

The merchandising purpose was to introduce to the uninitiated consumer a group of seven plant products plus a sample of another company's product, the entire set being designed to encourage the amateur gardener to feed indoor plants properly during winter months.

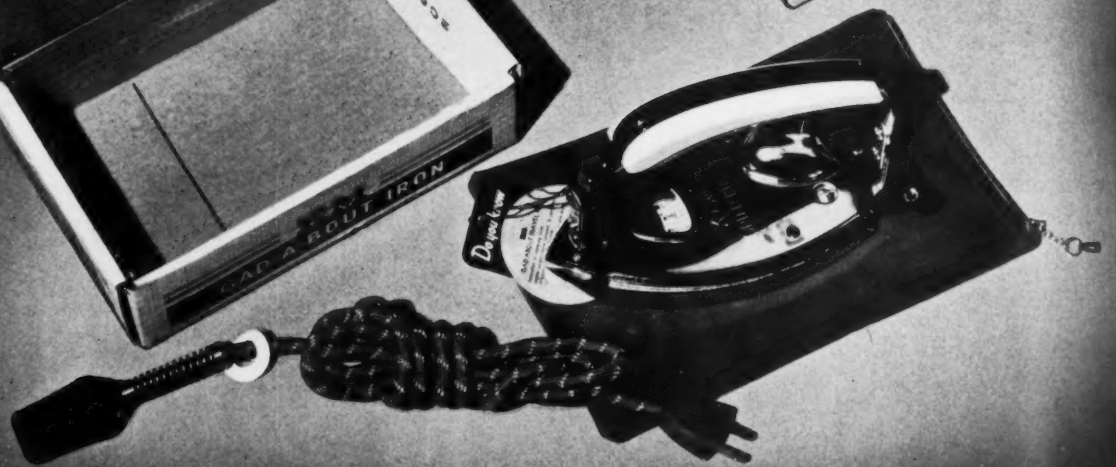
The products in the Plant Pantry are packed in the company's patented "Cut and Pour" re-seal bags. These bags have now been placed in a decorated corrugated container so designed as to facilitate neat storage and easy carrying of the entire set from point to point. Interior platforms and dividers hold various bags neatly in place. Metal edge stays, at all four corners at the base of the box, make for a neat, sturdy and economical container. The lid is constructed as a separate section for a number of reasons. First, this separate construction permits

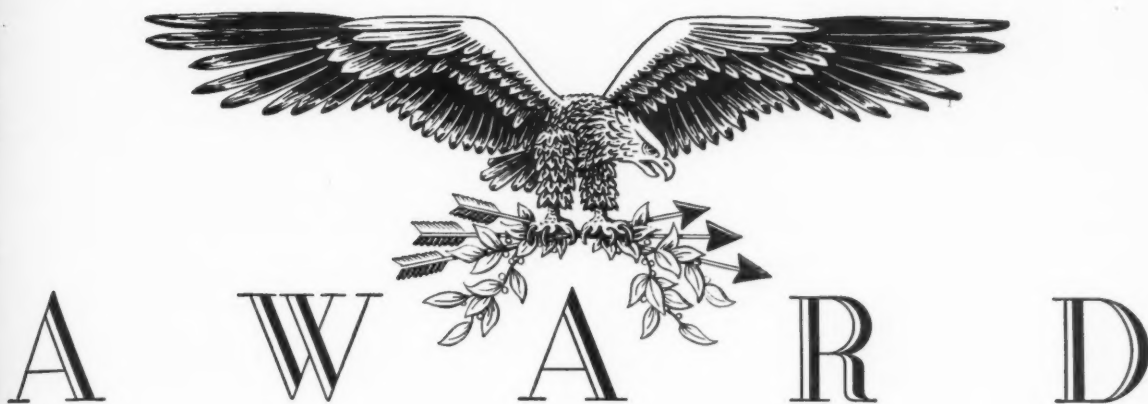
the metal edge stay-applying machine to seal the rear corners of the box base while equipped with a standard short anvil. Secondly, the silkscreen decoration and direction imprint on the box cover can be more easily applied than would have been possible on a larger box blank. Third, it has been found possible to securely lock the cover and base together by means of a third corrugated piece which forms a convenient carrying handle.

To acquaint purchasers with the unusual properties of each of the products contained in the set, detailed information has been silkscreened on the inside of the box lid where it is always available to the user. Multi-color silkscreening was also adopted for the front or display face of the package.

Credit: Designed by John A. Farmer and Martin N. Swarr. Corrugated unit, National Metal Edge Box Co. Art work and silkscreening, Jay Advertising Co. Bags, Benj. C. Belner Co.; Chase Bag Co.; Union Bag & Paper Corp. Filling equipment, Stokes & Smith Co. Stapling equipment, Bostitch, Inc.







To The Dover Appliance Co.

Manufacturers of products concentrating heavy weight into small areas—such as electric irons—have always found their packaging problems particularly difficult of solution. If lightweight, multi-color, printed, folding cartons were utilized, the resultant package was attractive, but not sufficiently strong to support and protect the product. On the other hand, if containers of corrugated board were used, the packages were seldom capable of use for display purposes and were frequently destroyed in opening by the dealer. This, in turn, necessitated re-packing for shipment to the ultimate consumer.

Confronted with this unsatisfactory situation, The Dover Appliance Co. adopted a unique new type of folding carton in July of 1940. The new containers are formed of attractively printed, lightweight corrugated board pre-stapled at the box factory to provide rigidity. These are equipped with one-piece, multi-folded interior partitions to provide further support for the iron.

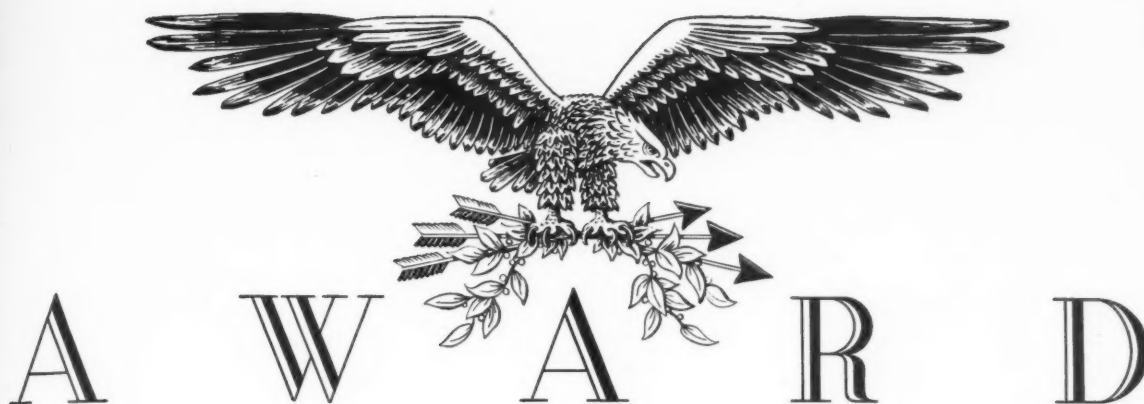
The corrugated board affords shock absorption and a cushioning effect which protects the product and prevents it from breaking through the carton walls during rough handling in shipment. Yet despite the carton's achievement of full protection for the product, its attractive printing provides heightened display values and thus the new containers have been successfully utilized for open display purposes on retail counters.

The units are reported to have met with widespread dealer acceptance, since they entirely eliminate the necessity for re-packing in the retail store for shipment to the ultimate consumer.

Over and above the shipping and merchandising advantages, provided by the new cartons, stands a further advantage in the form of a saving of approximately 18½ per cent over the cost of the containers previously utilized. Set-up time and loading time on the assembly lines have likewise been substantially reduced. The new containers have also simplified the problems of storing empty cartons prior to use, since they lend themselves to flat storage in knock-down form.

Credit: Suggestions on copy and design by R. I. Huffman of The Dover Appliance Co. Cartons, The Hinde & Dauch Paper Co. Crepe wadding, Kimberly-Clark Corp.





To The Ohio Cosmetics Co.

Division of Henkel-Clauss Co.

The collapsible tube field—of all the divisions of packaging—shows the least tendency to change from year to year. Innovations in this field are not common to anything like the degree with which they occur among other types of containers, but when collapsible tubes are improved, these improvements are usually of a basic nature, opening up wide new fields of application. This was true, for instance, in the development, in recent years, of the single-service tube which today accounts for a very substantial portion of all tube production and which has extended the use of tubes to both liquid and powdered products for which they formerly could not have been considered.

In 1940, the outstanding innovation in the field, in the opinion of the All-America judges, made its appearance in the form of brush-tipped, self-feeding tubes which were adopted by The Ohio Cosmetics Co. for a new brand of nail enamel and related polish accessories.

The company desired to introduce a 20-cent nail enamel to the market. Traditionally, bottles have been utilized for such purposes and competing products—without a single significant exception—were found to be so packed. A number of these sold in the 10-cent range variety stores and the company therefore sought to avoid, in advance, a straight-out competitive battle between similar types of packages in which it would operate at a distinct price disadvantage. For this reason, an extensive search was begun for a completely new type of package, preferably for which could be claimed distinct use and functional advantages as against other available products.

The idea itself was simple. It was proposed to set a brush or felt applicator into the head of the collapsible tube and to feed the product directly to the brush through the tube nozzle. A number of difficulties had, however, to be overcome, notably the tendency to leakage at the tube head and the problem of eliminating sticking of the cap to the tube. Both problems were solved by designing a washer which is set upon the tube shoulder and which, in repeated tests, has eliminated both sticking and leakage.

The new containers offer a number of advantages. They cannot tip or spill. The product will not evaporate. They are handy to use. Each is complete in itself and requires no accessory applicators. They are light in weight and hence substantially reduce shipping costs. They are easily carded and their novel appearance, in comparison with the rest of the field, is certain to attract consumer attention.

The sales achievements of the new tubes provide a signal demonstration of the eagerness with which dealers and the public have accepted the new invention. Almost two million tubes were sold during the six months since the product was introduced in August of 1940. From August 17, 1940, to December 31, 1940, 1,841 original order shipments were booked. Of this number, 1,705 produced repeat orders within the same period. The products are at present on sale in over 3,000 stores throughout the United States—a unique distribution record achieved in an extremely short time.

Credit: Designed by Ferry-Hanly Co. Tubes, A. H. Wirz, Inc. Caps, Victor Metal Products Corp. Cards, Rad-Mar Press. The filling machines, F. J. Stokes Machine Co.



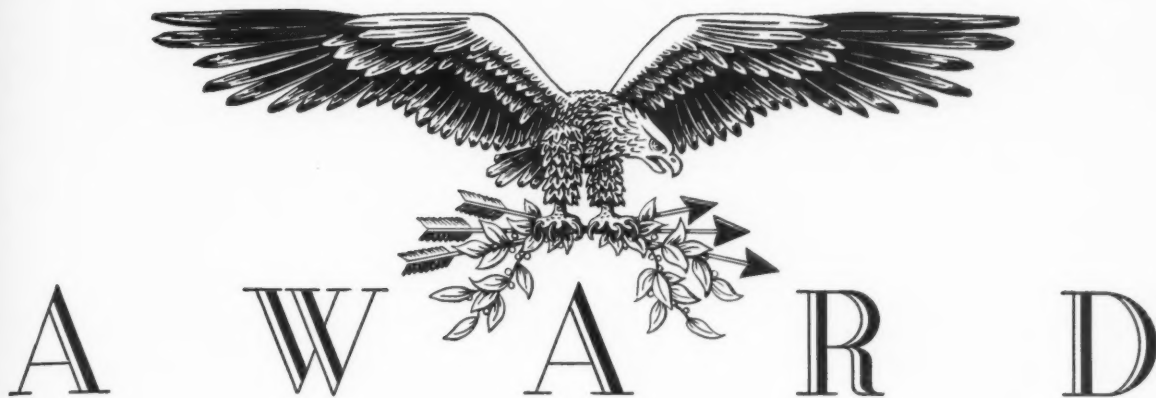
baby's COMPANIONS
babykin
AND
Din Din



babykin
SCIENTIFIC CONTAINER
HOLDS BREAST MILK
PURE MILK REAR BREAST MILK
IN BOTTLE - DROPS TO FEEDING
TEMPERATURE IN 4 HOURS
KODAK PRODUCTS
CHICAGO

Din Din
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KODAK PRODUCTS
CHICAGO



To Lockwood Products

Babies and mothers get a real break through this new inexpensive package designed to keep baby bottles warm for four hours, gradually reducing the temperature from the boiling point to proper feeding heat. And the package serves as a demonstration of the possibilities inherent in packaging materials for the development of use values which are all too often overlooked. In this instance, package and product begin to merge and sound design creates a container capable of long-term use.

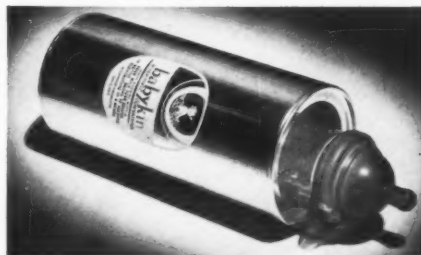
The containers are double-walled fibre cans, lined with metal foil to reflect the heat and decoratively covered with foil paper in pastel tints. In preparing bottles for night feeding, or when taking baby on a trip, it is but necessary to place the bottles, filled with heated milk, into these containers which have been so designed as to permit a gradual reduction of temperature, so that in four hours the milk will have reached the proper temperature for feeding.

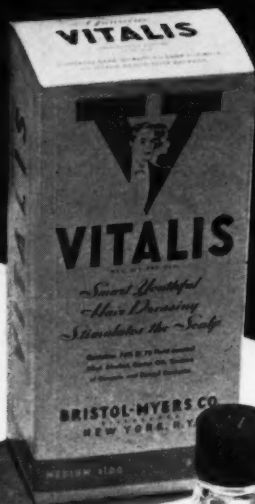
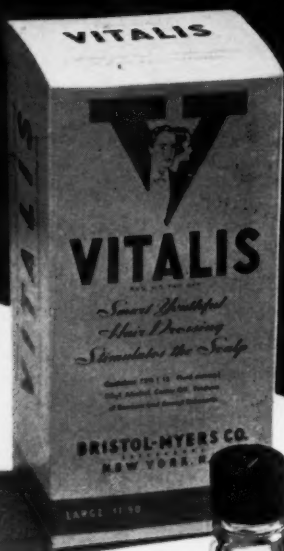
Included in the kit is a rubber collar-like device that slips around the fibre container and when resting on the baby's bed, it insures that the bottle will always be tilted at the proper angle. A convex rubber cap, with a center opening for the bottle nipple, fits over the container as an added help in keeping the bottle in position.

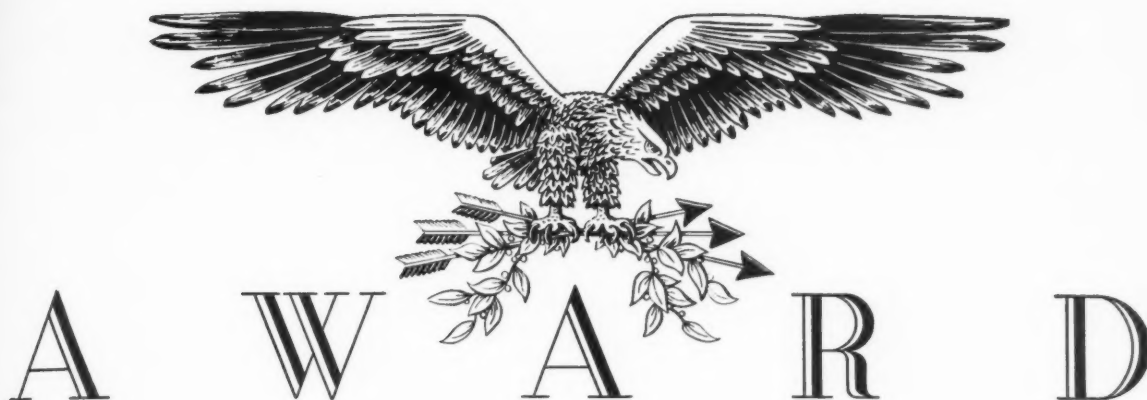
A set of two storage containers and one dispenser container is available in a combination box. Individual containers may, of course, be purchased separately.

In merchandising its product, the Lockwood company has achieved an extremely attractive appearance, without loading the package with unnecessary decorative costs. Simple set-up boxes are used to contain one, two or three of the fibre cans plus the accessories which complete each set. These are attractively decorated with transparent cellulose and with box papers bearing appropriate stork designs.

Credit: Designed by Charles N. Lockwood and W. C. Ritchie & Co. Fibre cans and set-up paper boxes, W. C. Ritchie & Co. Printing, H. O. Berger Co. Foil papers, Keller-Dorian Paper Co., Inc. Transparent cellulose sheeting, E. I. du Pont de Nemours & Co., Inc.







To Bristol-Myers Co.

Vitalis, a hair dressing, was not developed by the Bristol-Myers Co., but was, rather, bought by them from its original producers. The early packages were typical of the old-fashioned barbershop—extremely ornate and replete with lavender, green and gold. At the time of purchase, Bristol-Myers cleaned up the labels, but continued to utilize stock bottles. The largest of these was 16 oz., with three “drug store sizes” ranging downward to the 10-cent size. As the product won acceptance, there was an increasing demand for the large size from some consumers who, when satisfied with the product, wanted the economy of buying larger amounts. But consumers were dissatisfied with the 16-oz. bottle, complaining that its long neck prevented its fitting into medicine chests.


Having decided to change the shape of the largest bottle, the company took the opportunity to generally redesign the group, doing a complete job on labels and cartons as well as on the glass containers. The designer, however, was not given a completely free hand, since the sales department demanded the maintenance of a substantial degree of continuity as between the old designs and the new.

The theme of the old packages has been generally followed, cleaning up and clarifying the labels and cartons. The trade mark has also been redesigned, although it maintains some resemblance to the original. Principal changes occurred in the glass containers. Here the bottles, in all four sizes, have been shaped with the consideration of practicality of production, filling and use. A square design has been made with slightly convex curves to provide a degree of strength, permitting lightweight glass structure and facilitating comfortable handling with a secure grip.

The company reports sales as running beyond normal levels and ascribes this sales increase to the consumer convenience features incorporated in the new containers.

Credit: Designed by Georges Wilmet, Inc. Bottles, Owens-Illinois Glass Co. and Diamond Glass Co. Closures, Owens-Illinois Glass Co. and Anchor Cap & Closure Corp. Labels, Lord Baltimore Press. Cartons, National Folding Box Co. Shipping cases, The Hinde & Dauch Paper Co. Bottle cleaner and filler, The Karl Kiefer Machine Co. Capper, Consolidated Packaging Machinery Corp. Labeler, Pneumatic Scale Corp., Ltd. Cartoner, F. B. Redington Co. Carton sealer, Container Equipment Corp. Case sealer, Standard-Knapp Corp.





A W A R D

To Hiram Walker & Sons, Inc.

These packages represent the modernized form in which an old whiskey name has been re-introduced into the United States. Imperial whiskey—as a Canadian straight rye—was first presented to the American market as far back as 1890. Early in 1940, Hiram Walker & Sons, Inc., decided to withdraw this product from the market because of its similarity to another product in its line. The decision was made, however, to utilize the name for a new American blend.

The simple design and its emphasis upon the creation of an impression of quality have proved unusually effective in winning sales for the new product.

The new Imperial was first tested in Michigan where the state operates a liquor monopoly, selling the packages through its own state stores and through specially designated dispensaries, most of which are selected drug stores. The state sells to taverns also. The Liquor Commission greatly restricts merchandising effort on the part of distillers and prevents salesmen from calling on the state stores, but permits them to call on specially designated dispensaries and taverns.

The Imperial packages have been featured in a limited amount of newspaper advertising, but displays are not permissible in Michigan liquor outlets. Thus it will be seen that this state imposes conditions which place virtually the entire burden for sales success upon the package and the product contained therein.

Introduced some ten months ago in Michigan, the product has risen rapidly to a place of conspicuous importance among other blends on that market. In the tenth month, its sale in this single state reached 16,000 cases—a level attained by only two other brands, which required 3½ years and 5 years, respectively, to reach that point.

It should be noted that neither the bottle nor the other package accessories—closure, secondary seal or label—embody structural features of a nature radically different from those to be found in the majority of liquor containers. The difference—and there is a substantial difference between this package and many another in the field—is to be found in the more subtle elements of design which, under ideal test conditions where display and promotion efforts could not play a distorting part, have brought this package into public favor in a short period of time.

Credit: Designed by W. A. Rowe. Bottles and caps, Owens-Illinois Glass Co. Foil capsules, Reynolds Metals Co., Inc. Viscose seals, Armstrong Cork Co. and E. I. du Pont de Nemours & Co., Inc. Labels, Fleming-Potter Co., Inc. Bottle cleaners and fillers, The Karl Kiefer Machine Co. Cappers, Consolidated Packaging Machinery Corp.





A W A R D

To P. J. Ritter Co.

Mark Twain once said, "Everybody complains about the weather, but nobody ever does anything about it." Until 1940, his remark might have applied with equal truth to the problem of the catsup bottle. Millions have complained about the difficulties presented in use by the tall narrow-necked catsup bottle, but it took the P. J. Ritter Co. to defy tradition, to throw precedent to the winds and to develop an utterly different container. That success has marked the path of this new package, since the day of its introduction to the market, is but further evidence that this company has at last met a long existing and often expressed public demand.

No doubt there are many who can contend, with much reason, that the traditional catsup bottle has many advantages which justify its continuance in use. As against this, the P. J. Ritter Co. can cite the fact that at least a substantial portion of the populace has welcomed the new container and made it an overnight sales success.

The new jar is of 12-oz. capacity and of fish bowl shape with clear walls and without labels of any sort. The jars are topped by six-lug, single-shell closures decorated in three colors and carrying all the legally required labeling information. Shape and size of the jars not only facilitate the proper apportionment of the product, but eliminate all danger of tipping over and provide an attractive unit for table use. As a further advantage, the containers fit very conveniently into a crowded refrigerator.

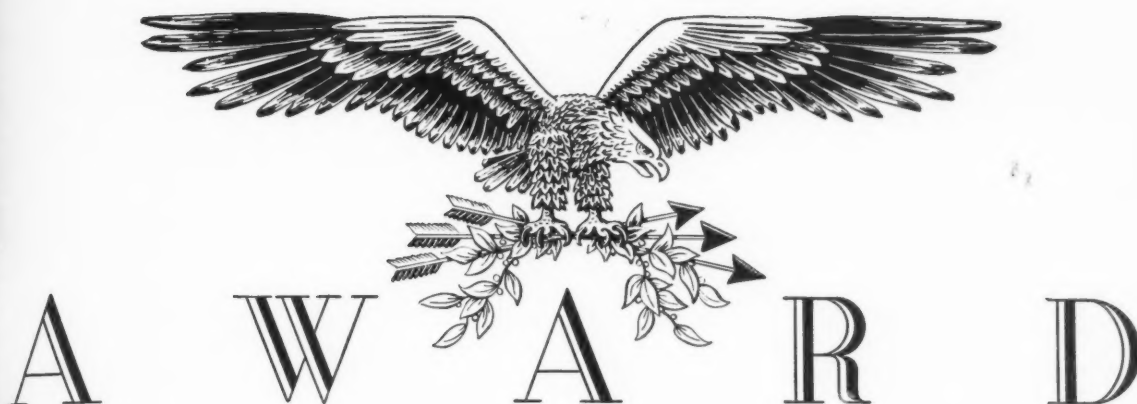
The company has utilized the opportunity presented by the introduction of the new package to secure a wider distribution for its chili sauce. This

product generally sells in much smaller quantities than does catsup. To overcome this potential lag in chilli sauce sales, the Ritter company devised a cardboard carrier formed of a single sheet of board printed on one side and so folded as to link two packages—one catsup and one chili sauce—into a single, easily carried unit. This carrier unit serves also to facilitate the handling of the product in the retail store and particularly to encourage mass display, since the jars are much more easily stacked when packaged in the carrier than they would be if shipped to the dealer individually.

Credit: Jars, Owens-Illinois Glass Co. Closures, Crown Cork & Seal Co., Inc. Carriers, Robert Gair Co., Inc.







To The Bayer Co., Inc.

The aspirin tins used by the Bayer company for many years have been sound, convenient pocket packages—seemingly perfect for their purpose. Yet the new package, first marketed by Bayer in May of 1940, represents so pronounced an improvement over the old as to demonstrate, once again, that nothing in packaging can be considered as perfect—that nothing in packaging is not susceptible to further improvement in the interest of economy and consumer convenience.

The old packages occasionally presented the consumer with tight covers and bodies which proved difficult to open in view of the current feminine fashion for long breakable fingernails. Sometimes spilling of the tablets occurred when a stuck box finally opened.

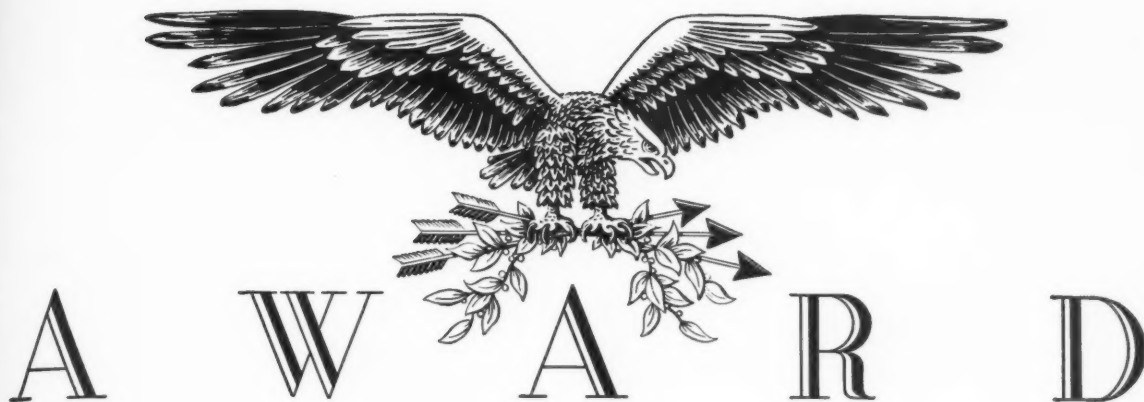
The aspirin tin now utilized by this company is a new patented type that eliminates the wire hinge which formerly characterized the package. In its place, a clever patented lug arrangement securely attaches the top to the base and facilitates opening and closing of the container. Finger pressure at the back of the container is sufficient to open the box without danger of spilling the contents. A bright red disk marked "Press here" is located on the lid of the box to guide the consumer and insure proper opening of the container.

While the new package offers important consumer conveniences, its adaptation was also influenced by its adaptability on the packaging lines. The very same pressure which opens the box in the consumer's hand is used to open the ingenious container on the filling machine. Newer, faster and more efficient machines are used to fill and pack these new aspirin tins.

Consumer acceptance for the new patented type container has been most favorable and consumers have, on repeated occasion, indicated satisfaction for the convenience features incorporated in the new tin.

*Credit: Tins, Owens-Illinois Can Co. Cartons, Fort Orange Paper Co., Inc.
Filling equipment, F. B. Redington Co. Check-weighing scales, Toledo Scale Co.*





To John Morrell & Co.

Cooked, ready-to-serve, prepared meats have enjoyed increasing popularity during the last four or five years. More than a score of competitive brands are now on the market and packaging problems are therefore closely centered around the elements of consumer appeal, display value and the ability to stand out when packages are juxtaposed against competitive containers.

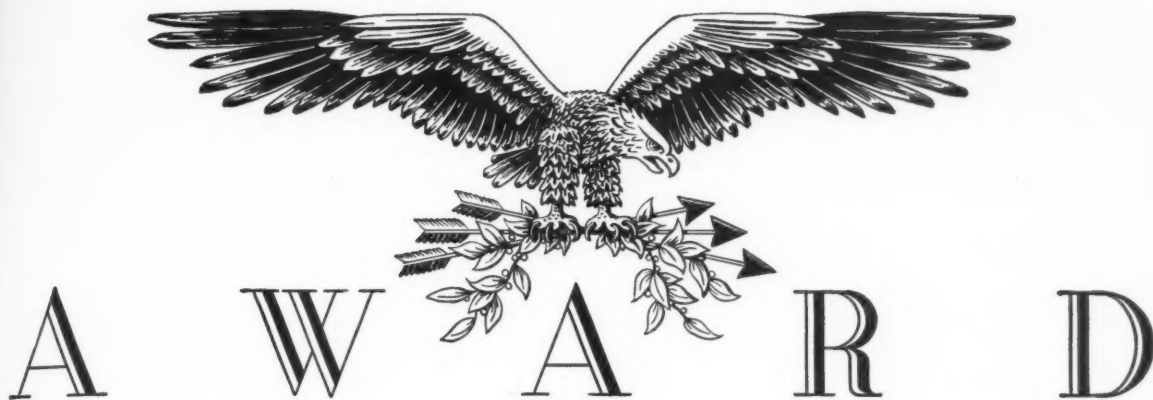
In packaging its family of six new meat loaves, John Morrell & Co. selected rectangular containers similar to those utilized by most firms in this field. Such cans are easily opened, of convenient size and so proportioned as to place the contents on the table in desired form. In applying design, however, it departed sharply from competitive precedent.

Since variety of flavor—among the six different products—is an outstanding feature of this group, variety of design was deemed desirable. Yet it was essential that a basic design be maintained to establish family resemblance and to encourage mass display by dealers. The designer met both of these seemingly contradictory requirements by first creating a general design pattern and then varying it, to a degree, for each package. These variations were achieved by changing the coloring of the principal lettering, by changing the background of the illustration panels and by altering the arrangement of recipes on the reverse sides of each can. Thus the casual observer is impressed by the relationship between the six cans and simultaneously impressed by the different nature of each.

To build up the all-essential element of appetite appeal, full-color illustrations of the products, as prepared for the table, provide the main center of interest on the front panel of each can. These illustrations, too, have been varied as much as possible. The left-hand side wall and the rear wall of each container are used to carry a group of four recipes, each strengthened and supported by its own full-color illustration. The side-wall panels, not being susceptible to much variation, are treated in a similar manner on all the cans. The back walls, however, are varied greatly in arrangement, so that even the most casual observer quickly realizes that one can differs from another. The result of such a realization is, of course, inquiry into the nature of the entire line and such inquiry, in turn, produces a wider use of the product among consumers who might otherwise stop with but a single one of the series. Even the top of the container, which is usually left undecorated, has been cleverly utilized for cross selling. A one-color imprint reads "Ask your dealer about the five other Morrell E-Z-Serve loaves, each with its own distinctive flavor, available in cans of this size."

Credit: Designed by Harry H. Farrell. Cans, American Can Co.





To Brown & Williamson Tobacco Corp.

The makers of Sir Walter Raleigh tobacco have been large users of metal containers for their various brands of pipe and cigarette tobaccos for many years. Some time ago they adopted an hermetically sealed key-opening container which effectively preserved the tobacco through all the hazards of transit and store handling until the package was opened by the consumer. Hermetic sealing meant that the product would reach consumers in the same fine state of preservation whether it traveled through arid western deserts or through the most humid sections of the country. Yet the company was not completely satisfied. It felt that it would not have a perfect container until some means of preserving the product, after the consumer opened the can, had been provided.

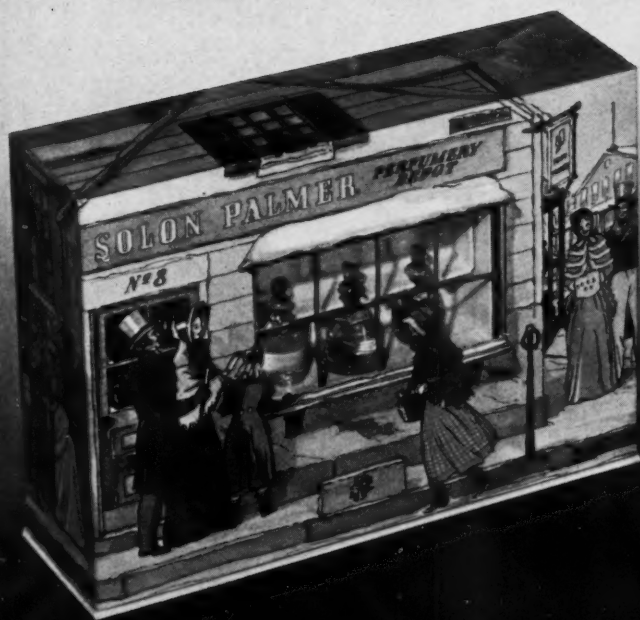
Working jointly with its can supplier, the simple solution to the problem was developed. The can top was fabricated with an integral knob (which incidentally facilitated re-opening) and into the hollow inside of this knob, the consumer inserts a small moist sponge. Presto! The can becomes an effective and attractive humidor.

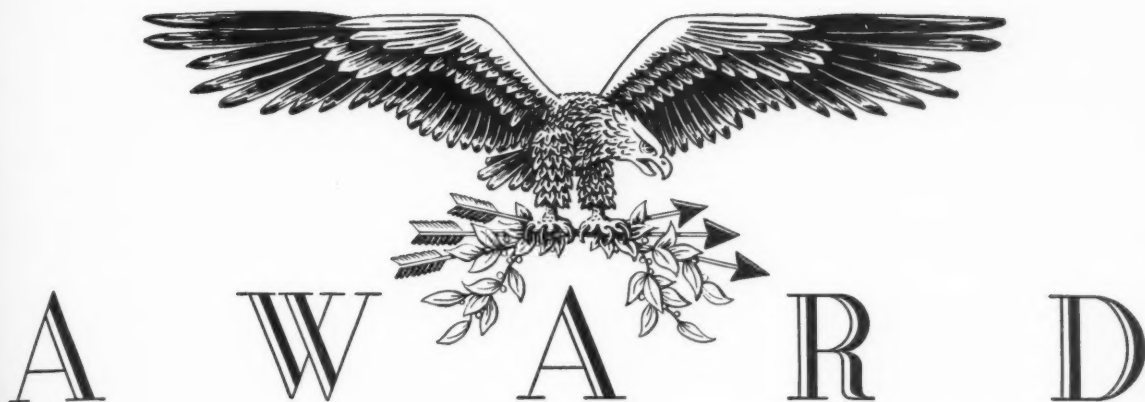
No Rube Goldberg invention was this, but, rather, a basic improvement accomplished with the utmost simplicity and adding virtually nothing to the package cost and absolutely nothing to the retail price of the product.

The company has, of course, stressed the new feature of the package in its recent advertising and reports a very favorable increase in sales experienced since September, 1940, when the new container was first introduced. The acceptability of the packages as storage units for the tobacco has been found to encourage consumers toward repeat purchases.

Credit: Tins, Continental Can Co., Inc.







To Solon Palmer

Back in the hot August of 1847, the first Perfumery Depot in America was opened in Cincinnati by Solon Palmer. And now, 93 years later, a reproduction of the original shop has come to life on a set-up box to make one of the year's outstanding toiletry packages.

Reproducing the original store in accurate detail, down to the very store window, the package discloses to the consumer three small bottles of perfume—seen through the window itself. When the telescoping lid is lifted, soap and other products of the gift assortment come to view.

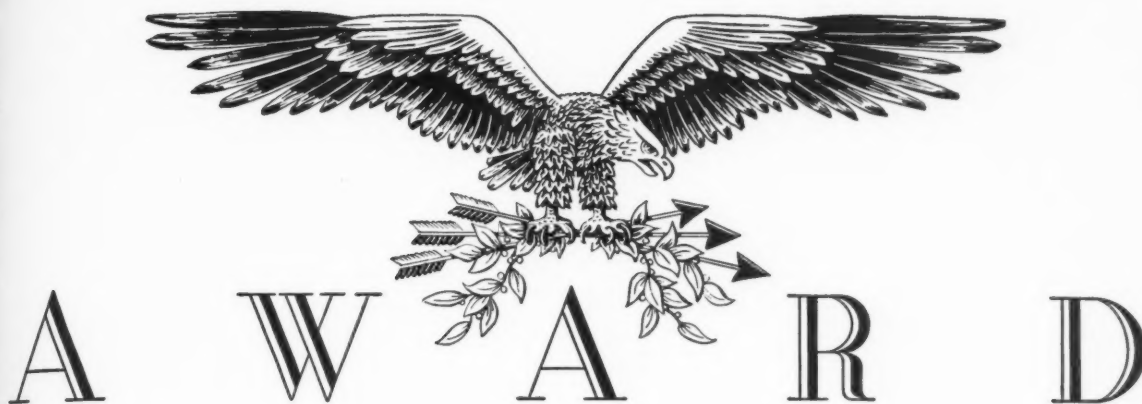
This package was designed as a gift presentation which would tie in with the company's broad American Memories line. Its effectiveness is dependent on the ingenious construction which works the package window into the outer decoration and upon the accuracy of detail and pleasing design of the historical box wrap. For this reason, an artist, outstanding in this particular field, was chosen to capture the spirit, as well as the detail, of the early American scene.

This atmosphere is carried over to each of the products within. The cologne bottle is a copy of an early 19th century container with only slight changes to permit manufacture by modern methods. The three perfume bottles, visible through the package window, simulate the hanging glass globes that traditionally adorned early drug store and perfumery windows.

Introduced in mid-1940, the packages attracted wide attention and achieved a very substantial sale.

Credit: Designed by Lubin Palmer. Artist, Harold Cressingham. Boxes, Karl Voss Corp. Boards, The Butterfield-Barry Co., Inc. Acetate sheeting, Celluloid Corp. Cologne bottles, Carr-Lowrey Glass Co. Cologne bottle caps, Armstrong Cork Co. Neck labels, Richard M. Krause, Inc. Miniature bottles, Glass Industries, Inc. Talcum cans, Cross Paper Products Co.





To Stanley Tools

The line of demarcation between merchandise which can command a gift market and products which cannot profit by gift packaging has been growing more indefinite year by year. There was a time, in the 1920's and earlier, when the phrase "gift merchandise" meant certain definite categories in the jewelry, cosmetic, toy, apparel and related lines. The change in public purchasing habits which arose from the economic stresses of the thirties, however, vastly altered this picture.

On the one hand, gift givers began to adopt a practical rather than a frivolous slant in governing their own selections. The recipient of a gift was much more ready to accept and to welcome items which would once have been looked at askance as being too practical, too matter of fact, too utilitarian. Straitened pocketbooks, among all income classes, brought a wide variety of products, formerly considered too small or too inexpensive to be suitable for gift giving, into the gift category.

At the same time, many manufacturers, who had never before considered the gift market as a logical field for exploitation, found themselves forced to so consider it as a means of maintaining at least a semblance of their former volume of business. Hosiery firms, soap makers, electrical appliance manufacturers, hardware and tool makers and many others turned toward an examination of the possibilities of the gift market for this all-compelling and important reason.

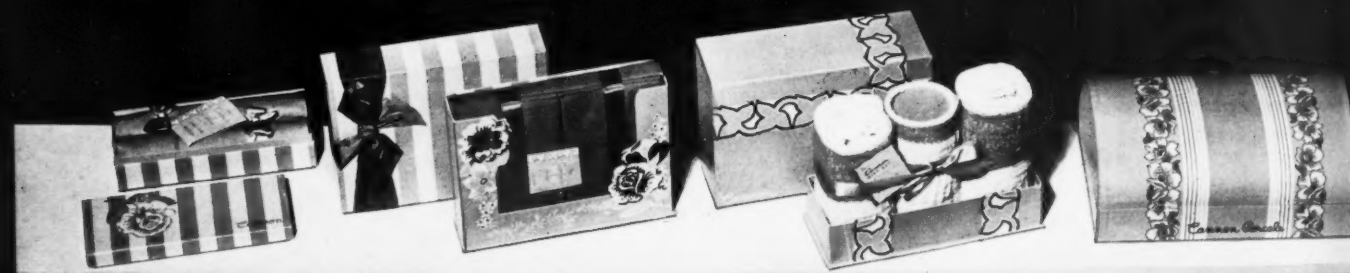
While economic conditions are, by and large, much improved in comparison with the middle thirties, the gift market has not reverted to what once would have been considered its normal limitations. An

outstanding instance of this increasing penetration of the market, by manufacturers who would once have hesitated to identify their products as gift merchandise, is found in the wood-working tool field where Stanley Tools have, for several years, experimented on an ambitious scale with specially wrapped and cartoned tools for the home workman and hobbyist.

For the 1940 season, Stanley Tools sponsored a broad line of specially prepared set-up gift boxes, each individually designed to conform to the shape and size requirements of the particular tools packaged. The containers in the line were of varied construction, ranging from full-telescoping boxes to cylindrical boxes and including extension-edge platform boxes and hinged-lid containers. All are covered in a combination of wood reproduction paper and red glazed flint papers, the latter providing the appropriate holiday note. The wood papers are, of course, likewise appropriate in view of the type of product contained in these packages. To carry the theme further, the Stanley company has adopted the name "Birchcraft" to designate the entire line.

The line was extensively promoted to dealers who were provided with display material, advertising suggestions, mats and other essential promotional accessories. In a season when tools are not considered fast moving items and for products seldom contemplated as gift merchandise by the consumer, these new packages have built up a heretofore unattainable volume of sales for numerous dealers as well as for Stanley Tools.

Credit: Boxes, Cambridge Paper Box Co.





To Cannon Mills, Inc.

Despite the fact that its earlier presentations have twice secured recognition from the All-America Package Competition's jury of award, Cannon Mills, Inc., is again found among the top award winners. The current award recognizes the continued excellence of the line's annual changes in design and recognizes, particularly, the introduction of several new manufacturing processes and design notes which have further improved the sales appeal and display values of the packages.

Most noteworthy innovation is the use, on a number of packages, of embossed lithographed box wraps. These striking color reproductions of floral designs gain new beauty and new attention value through the use of bas relief embossing.

Among the packages in the line is a Nylon hosiery box. This is designed to hold three pairs of stockings and conforms to the traditional size and shape of a hosiery box. The change in this box had to be brought about through color and design. So, departing from the dull utilitarian color, this container has become distinctive and easily recognizable from across the counter. Attention was given to the appearance of the ends of the boxes when piled together, since this is the way in which the customer first sees them. The boxes are striped in a red that is almost a magenta and white. Lettering is in blue.

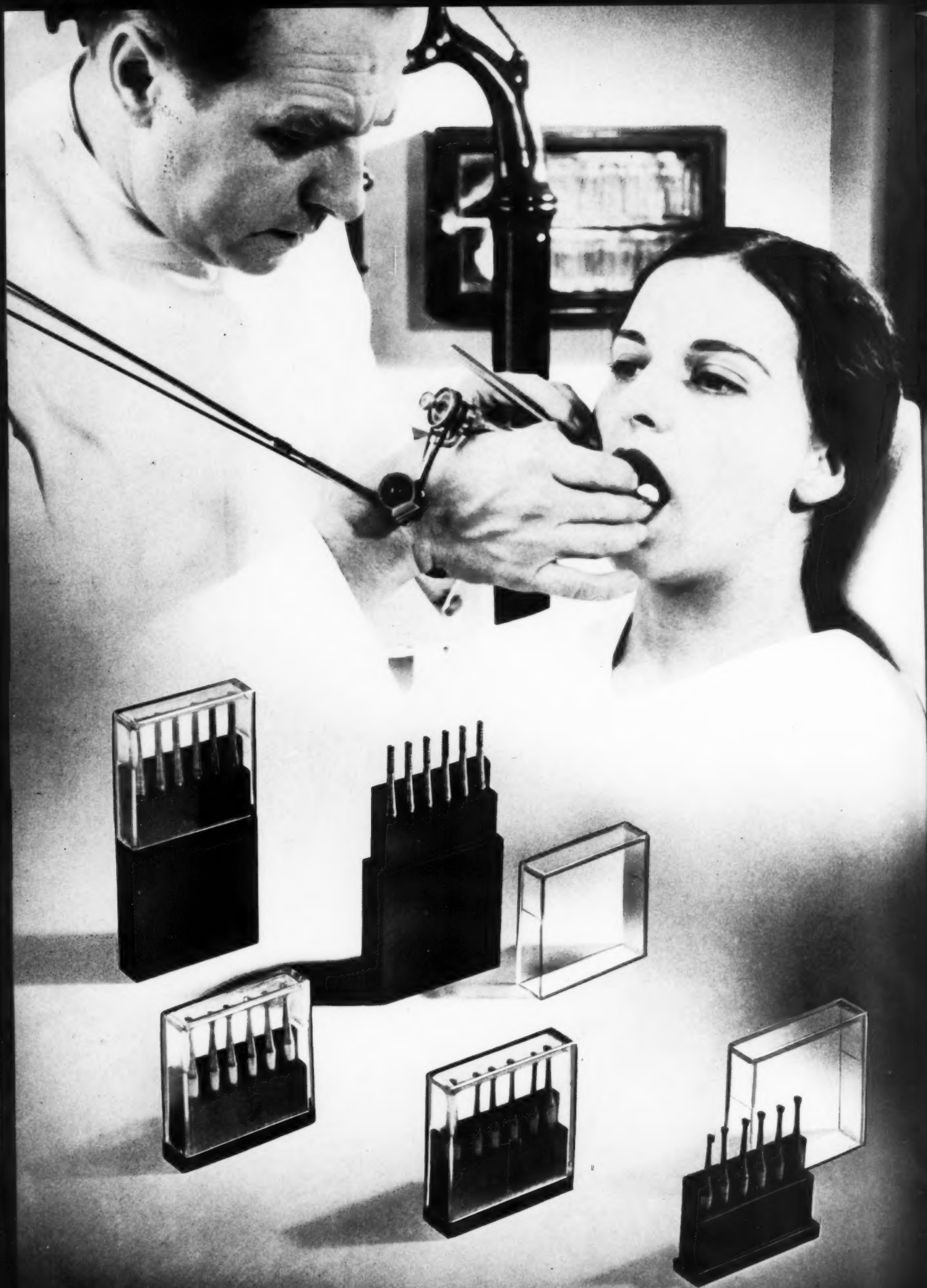
The Fragrant Lotus sheet gift set follows the towel gift line in color and design. This is the top quality set and, for added interest and decoration, two

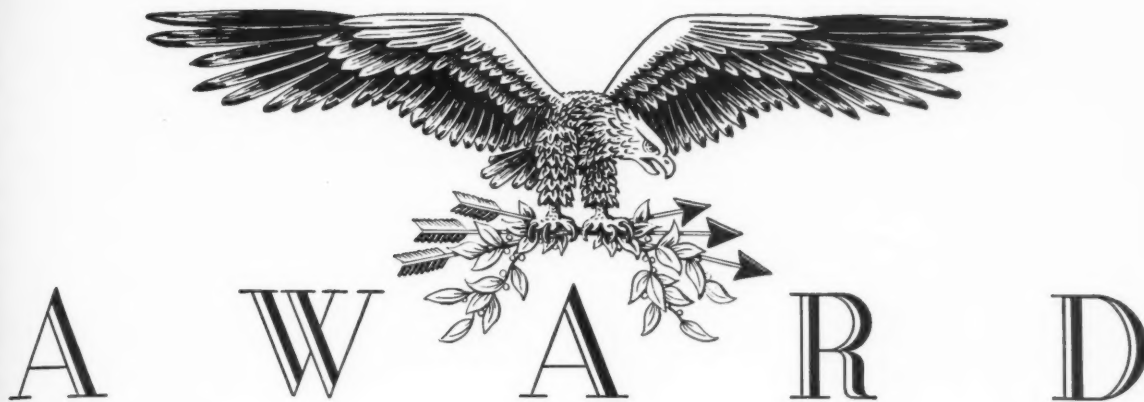
sachets are included in this package. The box is attractive in pastel colors, with large flowers in embossed effect on the cover.

A striking floral water-color drawing used on the cover of the Garden Flame has caused a great deal of favorable comment, according to the company. This reproduction is so well executed that it is difficult to distinguish it from the original. It can be cut out, mounted and used as a floral picture. The package holds a selection of either six towels or seven with a bath mat.

Another container, the finger-tip towel box, has been built around a flat fold of the box which was thought desirable from a production angle and also because it would show to advantage the different designs available in this line. The new package also solves the problem of telling the consumer about the new product and its functions. This is accomplished by working in descriptive material on the wings of the box. These wings fold open and act as a display background for the merchandise.

Credit: Designer, Dorrit Osann. Boxes, Old Dominion Box Co., Inc.; North State Box Co., Inc.; High Point Paper Box Co., Inc. Papers, Louis Dejonge & Co. Garden Flame box wraps printed by Zeese-Wilkinson Co., Inc. Hosiery box wraps printed by Lassiler Press. Hosiery transparent cellulose wraps printed by Shellmar Products Co. Transparent cellulose material by E. I. du Pont de Nemours & Co., Inc. Fragrant Lotus and Sculptured boxes embossed and printed by Oberly & Newell Lithograph Corp. Consultation and sampling for all packages by Wallace Paper Box Corp.





To Lee S. Smith & Son Mfg. Co.

It is but natural that a major part of the attention paid to packaging be devoted to those packages which the public frequently sees. Yet an acquaintance with consumer packaging alone would provide but a limited and distorted picture of packaging as a whole. Some of the finest work in package design and development being done today is done in the industrial or professional field.

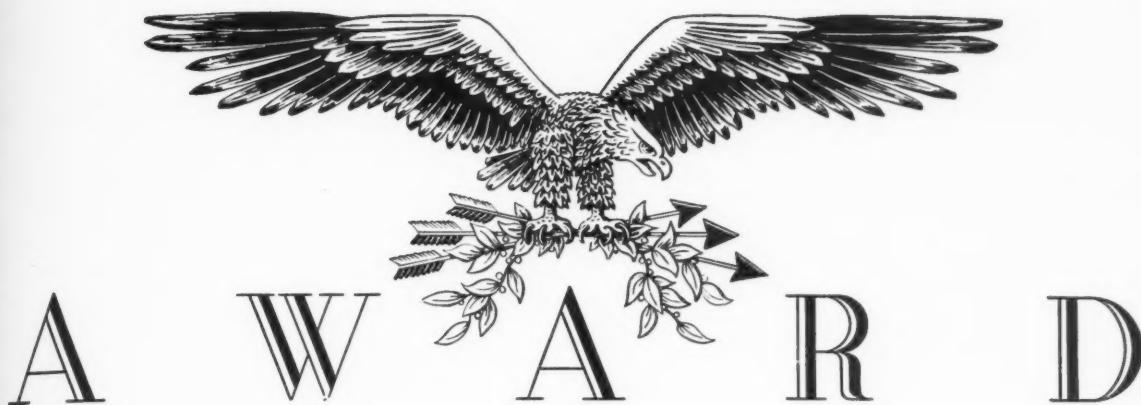
An outstanding instance of this sort is found in the new dental bur packages utilized by the firm of Lee S. Smith & Son Mfg. Co. This old-established and well-known dental supply manufacturer recently embarked upon the production of a new line of dental burs. Having produced as fine a product as modern technique makes possible, it sought to create an equally fine package—one that would combine utilitarian advantages for the dentist with the sales potentialities of eye appeal. The solution to the problem was found in a two-piece molded container with an aceto-butyrate base and an acetate cover.

At the time of use, or when ordering replacement, it is desirable that the dentist be able to locate and quickly identify his bur requirements without unnecessary opening and handling of packages. This package meets these requirements through the development of the injection molded base which compactly packages six burs, yet separates each one from the others, thus avoiding injury to delicate cutting blades. Visibility of contents, desirable to facilitate quick identification, is attained through the use of an injection molded transparent plastic cover. In addition, size numbers are stamped on the tops of each bur package with a rubber stamp to simplify identification. Before starting the operation, the dentist usually transfers the sizes and quantity of burs he needs from the cases to the instrument tray or he may place the base sections of several bur boxes on his instrument tray from which he can withdraw the burs as he needs them. After the operation is completed, he places the transparent top on the package again and returns it to the cabinet. In this manner, large quantities of unneeded burs are not exposed to dust and moisture as is the case when the old-fashioned bur block is utilized.

Placed upon the market late in November of 1940, the new product and its new package are reported to have met with a most favorable reception in this highly critical professional field.

Credit: Designed by K. H. Strader. Molder, Erie Resistor Corp. Molding compound, Tennessee Eastman Corp.





To Tripak Gun Kit, Inc.

The hunter—whether professional or amateur—likes to travel light, yet he must carry with him a vast number of camping and hunting accessories. Hence any improvement in the structure of even one of these accessories, which will make the product sturdier, more convenient, less susceptible to damage under hard usage and more compact, is assured of a favorable reception from the sportsman.

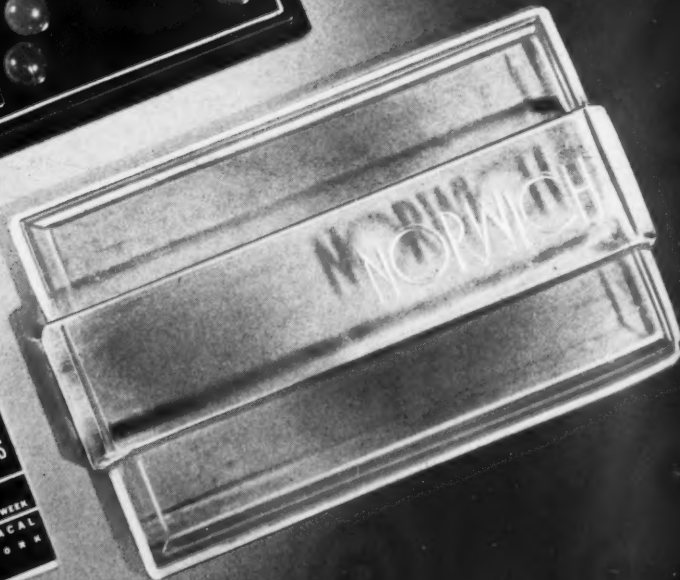
Such a package, in the form of an oil-tight, non-refillable oil dispenser, now receives top award in the All-America Package Competition. Replacing glass containers that involved breakage and high shipping costs, these transparent, unbreakable plastic bottles are tough, moisture-proof and unaffected by the lanolin and sperm base oil with which they are filled.

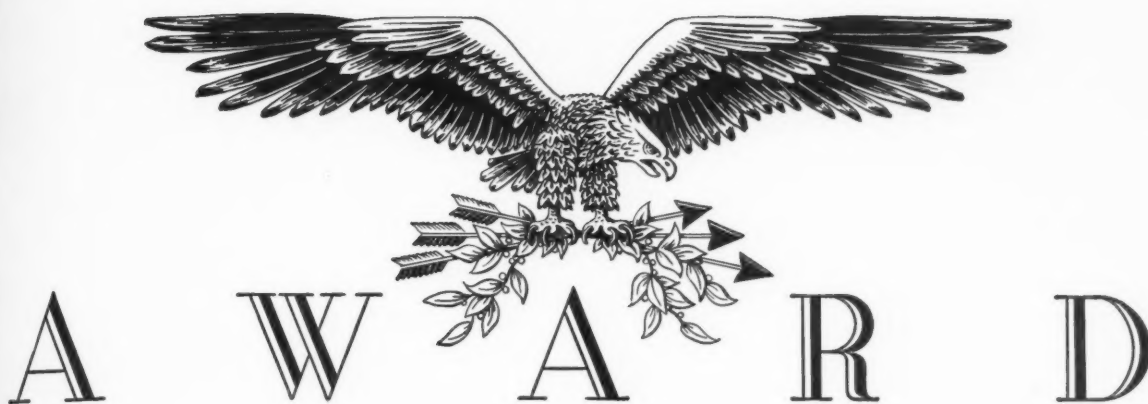
The label for the bottle is printed on 0.005 gauge clear acetate sheet and is pressed inside the shell before filling and sealing. In this way, it becomes a permanent and indestructible part of the container. Since the weight of this plastic container is approximately 20 per cent of that of the glass bottle, there is a considerable saving in shipping costs.

In conjunction with the new dispenser-package, a novel display was also developed, consisting of a die-cut carton construction so designed as to provide pilfer-proof display for six of the oil containers. This unit automatically ties up the packages, affords full visibility and yet permits the dealer to remove individual packages for sales at will.

The new container has met and exceeded the fondest expectations of its sponsors. First placed on the market in April of 1940, it had, by the end of the year, produced a sales volume 400 per cent over that of the like period of the previous year. The product, which formerly sold in hardware or sporting goods stores only, is now on sale in electrical stores, 5 and 10 cent stores, cigar stores, grocery, printing supply and office equipment stores. Its market, originally restricted largely to sportsmen, has been found to be vastly expanded by the new transparent plastic container and the product is now considered as a general utility oil and purchased by consumers for a wide variety of uses.

Credit: Designed by Clarence Hansen and Reginald B. Meller. Cartons and displays, Paper Box Corp. Molder, Remler Co., Ltd. Acetate molding compound, Tennessee Eastman Corp. Transparent labels, The Dobeckmun Co.





To The Norwich Pharmacal Co.

Having produced a vitamin capsule of such high concentration that it could be taken only once a week, instead of once a day, The Norwich Pharmacal Co. found itself with a sales headache on its hands. The unusual problem was solved in an unusual way through the use of a plastic container with a transparent plastic lid.

The box contains 12 vitamin capsules to be taken one per week. It sells for one dollar. It was therefore necessary that the package be capable of lasting three months in the home. A further essential requirement was that the container suggest the value of the product—a particularly essential point to convey in view of the fact that other vitamin products, of lower per capsule potency, are on the market at prices offering a greater number of capsules (but usually much less than a 12-week supply) per unit of cost.

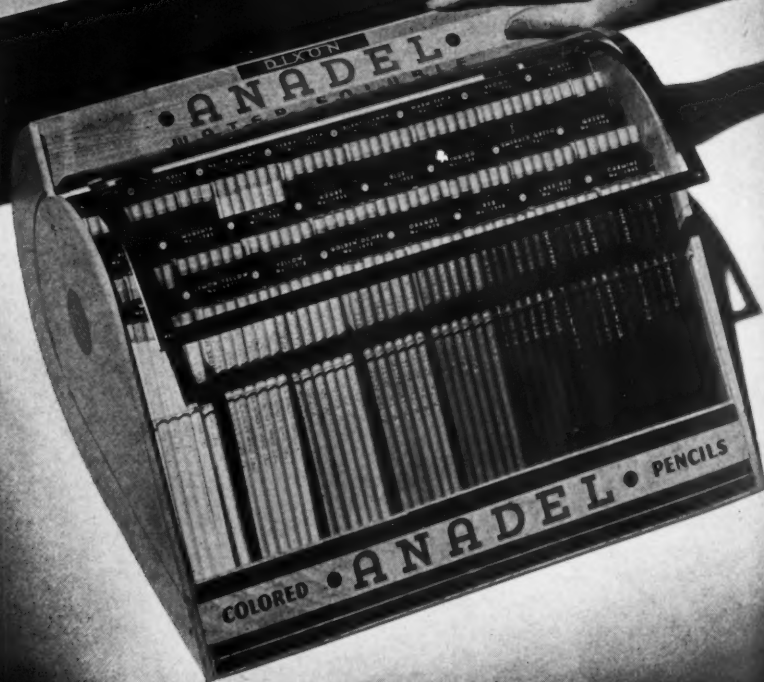
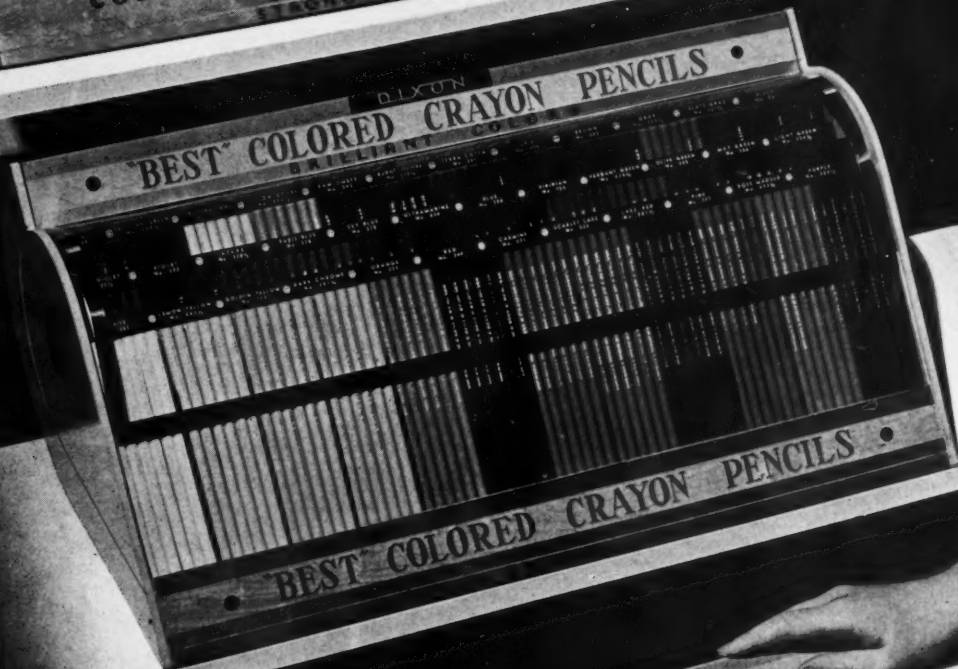
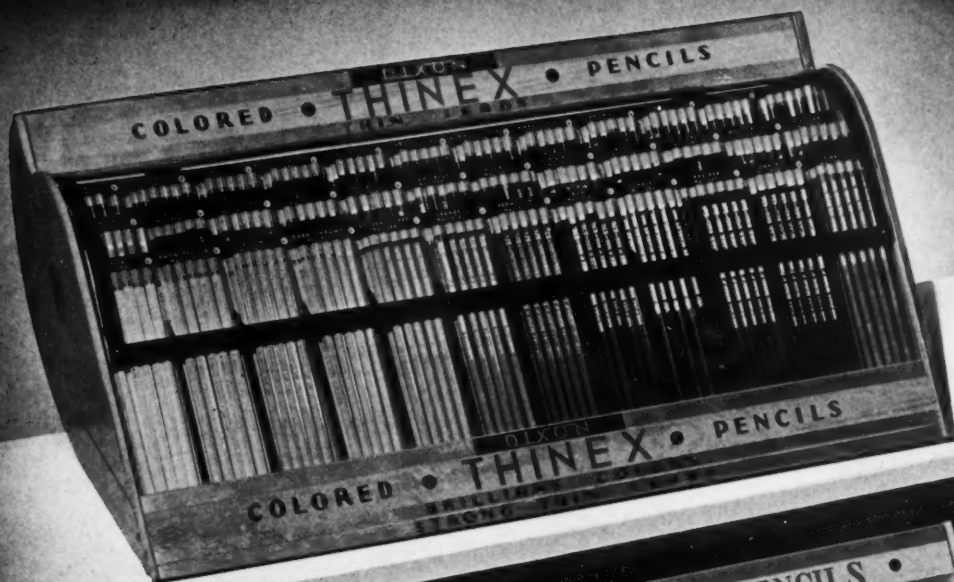
Since only 12 capsules are contained in the box and all appearance of deceptiveness had to be avoided, the designer elected to make the entire top of the container of transparent material. In this way, it became possible to get all of the required labeling information in an easily visible spot, while, at the same time, not destroying the "jewel box" appearance.

The capsules are of a bright orange color, selected by the manufacturer for the purpose of suggesting vitality and increasing taste appeal. These are arranged into molded semi-circular depressions, in the phenolic plastic base, in the form of a letter "A" signifying the type of vitamin contained within the capsules. This section occupies approximately one half of the total area of the base, the other half being filled by an insert platform of black cardboard to which is attached an accordion-folded brochure presenting eight pages of descriptive information.

The transparent plastic cover was purposely planned with set backs and a raised strap across the top in order to avoid any tendency toward warpage. Molded into the strap so as to appear immediately above the central portion of the letter "A," formed by the capsules, is the word "Norwich."

The product was first placed on the market in August of 1940, and has since achieved sales doubling preliminary estimates.

Credit: Designed, by Frederic S. Grover. Molder, American Insulator Corp. Insert platforms, Flower City Specialty Co. Transparent plastic material, E. I. du Pont de Nemours & Co., Inc. Phenolic molding material, Durez Plastics & Chemicals, Inc.





To Joseph Dixon Crucible Co.

These units were designed to bring into open display a product which heretofore presented serious display and stocking problems. It was necessary that the complete line of pencils be attractively presented whether the cases were open or closed. A further requirement called for the presentation of at least a dozen of the 36 different colors and types of pencils. Yet the displays had to be compact enough for counter use. Finally, easy access had to be provided to the product, while some means were required to minimize or entirely eliminate the danger of pilferage.

One glance at these units proves that all the requirements have been met. The rigid transparent ethylcellulose hood, framed by chromed steel, may be opened or closed at the dealer's discretion. Open, it permits the consumer a chance to select and examine the various pencils. Closed, it in no way diminishes eye appeal, yet provides a definite discouragement to the pilferer. The cases, it will be noted, are compactly built with the pencils arranged in a series of rows. Above each group of pencils is a legend describing the exact shade or tint. The lower portions of the cases provide further visibility through the use of glass panels.

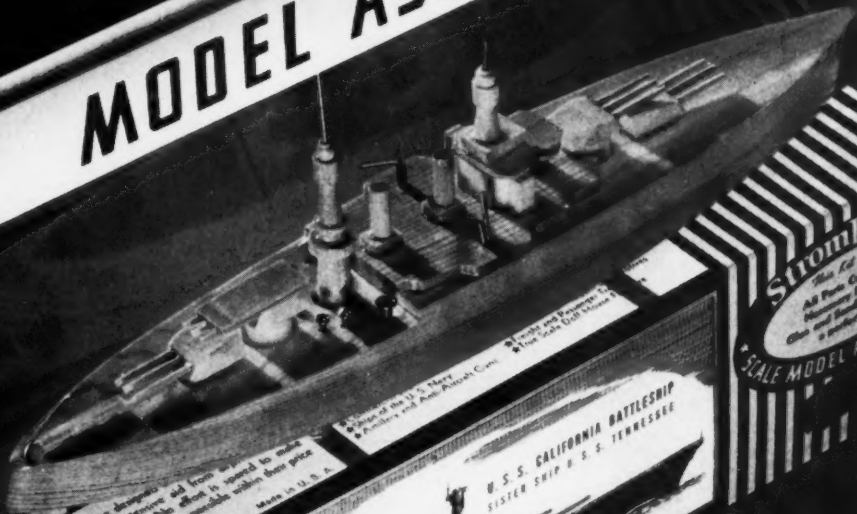
The units are shipped to retailers—in both domestic and foreign markets—in corrugated fibre shipping containers especially designed with interior partitions to provide a high degree of protection for the wood and metal finishes and for the glass and ethylcellulose.

The wide dealer acceptance of the units would indicate that they complied with retail store display requirements and the long life which the merchandisers are now achieving justifies the recognition accorded these displays.

Credit: Display case made by Kollman Case Co., Inc. Transparent sheeting, Dow Chemical Co. Chromed steel frame, American Nickeloid Corp.

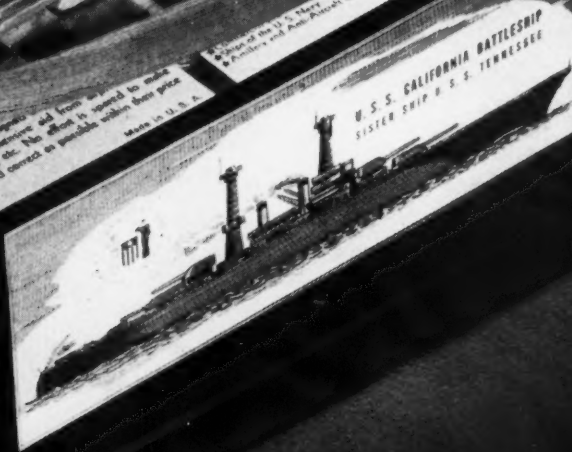


MODEL ASSEMBLY KITS

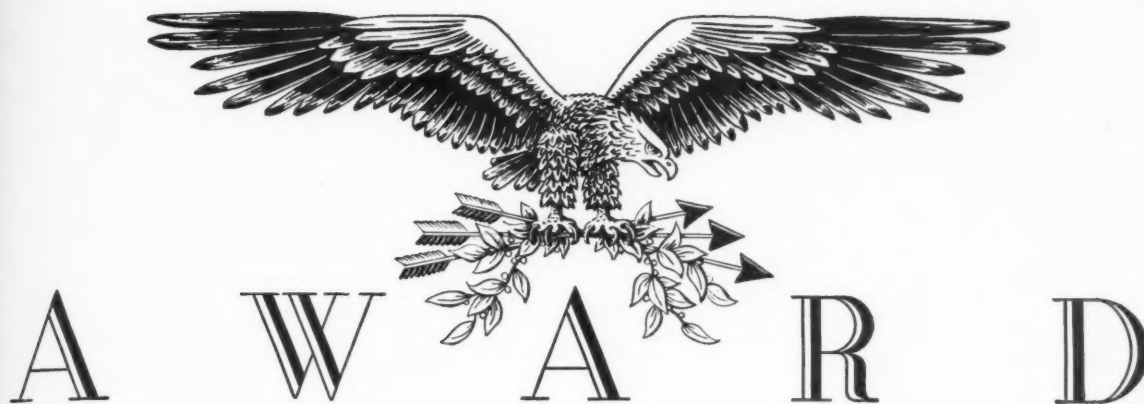


25¢
BUILT SHAPED
The Carving!

AMERICAN MADE
for
YOUNG AMERICA
STROMBECKER MANUFACTURING CO.
MADISON, WISCONSIN



StromBecker
This Kit Contains
All Parts, Cut in Plastic
Necessary to Assemble
Ship and Stand
A perfect model!
SCALE MODEL ASSEMBLY KIT



To Strombeck-Becker Mfg. Co.

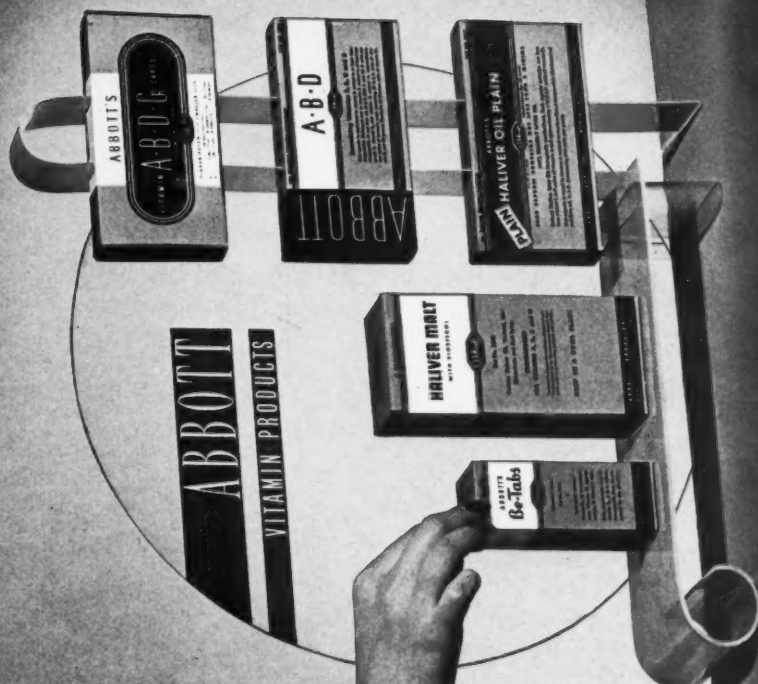
This display has been sponsored by a manufacturer marketing wooden model assembly kits. For some time previous to the development of the new unit, the company used built-up models of the various items for display purposes. Lying loose on store counters, these models were subject to constant handling and were therefore readily damaged. The need was realized for a display which would effectively present these low-price model kits and which would, at the same time, afford protection to the models against excessive handling and against pilferage.

It was considered desirable that the display provide visibility from all sides. Low manufacturing cost was necessary in view of the relatively low retail price of the merchandise. Finally the factor of model protection assumed a paramount position in view of the large percentage of these displays which were expected to go into chain store outlets.

Using transparent acetate sheeting and light polished woods the unit has been so designed as to achieve, to the fullest degree, every one of the requirements outlined above. The unit occupies an extremely limited area of counter space. Finished in red, white and blue, it has substantial eye appeal.

The display is reported to have received an enthusiastic reception from chain store executives and individual store managers. It is distributed only with initial orders of 3 doz. each of the two kits featured and is supplied complete with two kits at a total cost of 75 cents per unit.

Credit: Designed by Strombeck-Becker Manufacturing Co. and Howard H. Monk and Associates. Acetate sheeting, Eastman Kodak Co. Carlons, A. Geo. Schulz Co.





To Abbott Laboratories

Customers were astonished to notice in recent months on druggists' counters a display for the products of Abbott Laboratories which, without any outside light source, glowed with a strange luminescence. The secret lay in the use of a newly developed fluorescent plastic material which absorbs the ultra-violet rays present in ordinary daylight or store lighting and transmits these through its edges, thereby giving an attractive luminous glow to the entire fixture.

Modern though simple in design, the display is backed by a sheet of clear acetate plastic. The platform in the front and a strip that is bent to form a double line on the right hand side employ the red fluorescent material. This structure on the right is cut out at three different points and packages of the Vitamin capsules are inserted in a horizontal position. On the front shelf are two cartons of other Vitamin preparations. Directly above this, in large, easy-to-read letters, is the company name and a brief sales message. The display occupies an extremely limited area of counter space and it utilizes that area to the fullest, presenting a number of the company's products to the consumer for choice.

The display has been distributed only to those druggists who placed qualifying orders justifying the expense involved in the creation of the unit. The displays were sent to dealers packed in a gift presentation box which, in turn, was enclosed in a corrugated shipping container. This presentation box was designed to impress the dealer with the importance and the sales potential of the unit and thus to insure its use in the best available space. The company reports that the fluorescent display has been one of the most popular it has ever offered for the dealer's choice. The units are achieving an unusually long life and a very high percentage of preferred positions have been allotted to these displays.

Credit: Designed by Edward F. Blechta. Plastic material, Monsanto Chemical Co. Produced by Magill-Weinsheimer Co.



WASHING These PANS
IS A
Snap
MIRRO
THE FINEST ALUMINUM

SMOOTH AS A CLIP
NO WAXING
OR POLISHING

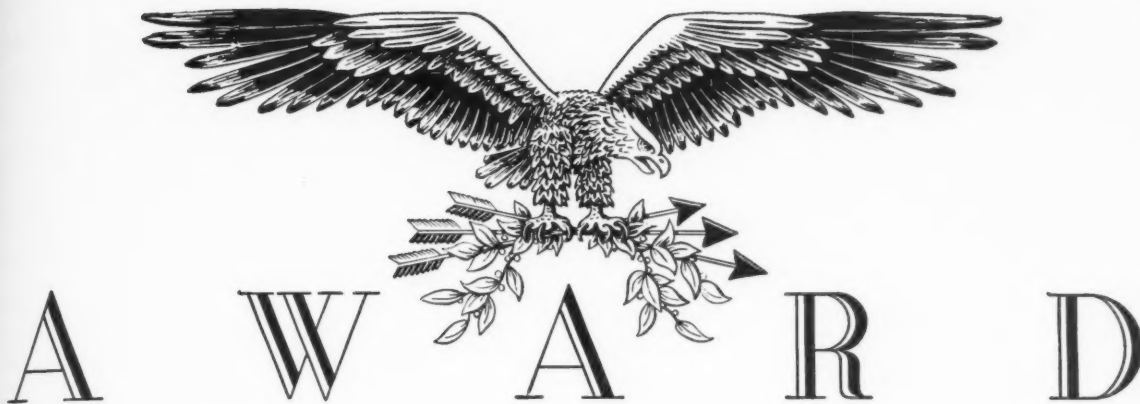
SANI-TITE RIM

SANI-TITE HANDLE

SANI-FLAT BOTTOM



MIRRO 3 LITER
Aluminum Pan with Sani-Tite Rim and Sani-Tite Handle. Resists Rust.



To Aluminum Goods Mfg. Co.

Through the ingenious use of transparent acetate sheeting, this display succeeds in achieving an unusually high attention value at no great cost. The simple unit consists of a die-cut frame of paperboard scored to bend into a central front panel and two side wings. These are held in place by a slotted strip, inserted into the base of the display, and serve to make the unit self-easeling. Cemented to the large die-cut opening is a transparent acetate sheet so slotted as to accept and hold one of the company's new saucepans in such a way that it seems as if the pan were suspended in mid-air.

The silkscreen process has been utilized to decorate the paperboard frame and to provide attention points and features of the new saucepan which are imprinted directly onto the transparent central sheet. Utilizing orange, yellow, green, black and white, the designers of this display have succeeded in attractively framing an eye-compelling optical illusion and in thus making the unit completely acceptable even to those department stores which do not ordinarily utilize manufacturer supplied displays.

The simplicity of construction both facilitates its adoption and use by the dealer and simplifies the problem of getting it into the dealer's hands. A simple, flat, corrugated carton, shipped separate from merchandise orders, is used to bring the display to selected dealers.

The unit is reported to have proved most effective when utilized by dealers. Dealer acceptance of the display has been virtually unanimous—a fact which is all the more remarkable in view of the relatively low percentage of display utilization commonly experienced in this field.

Credit: Display by W. P. York, Inc. Transparent acetate sheeting, Monsanto Chemical Co.

DANGER

*COLD WEATHER
AHEAD!*

DRIVE AT YOUR OWN RISK

**CHANGE
TO WINTER LUBRICANTS
NOW!**

AVOID TROUBLE



KEEPS YOUR ENGINE CLEAN

HAVOLINE
MOTOR OIL



DANGER

*COLD WEATHER
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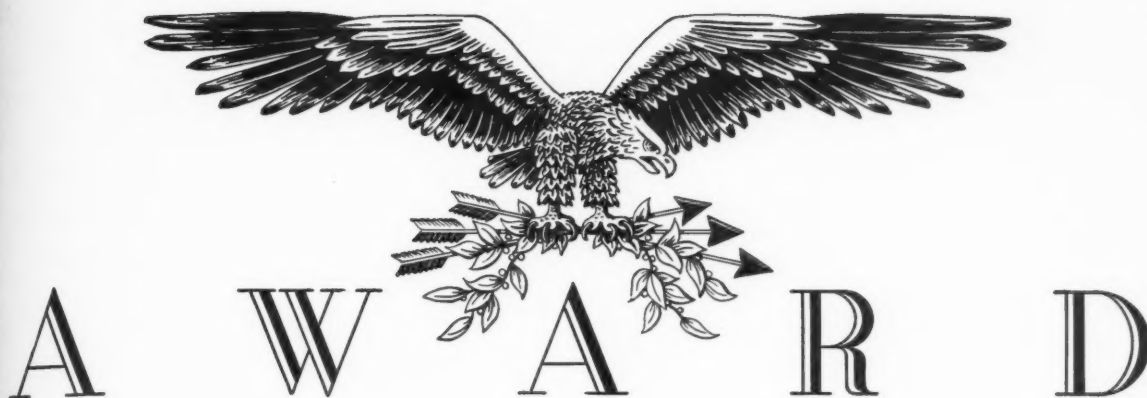


**TEXACO
MOTOR OIL**

INSULATED

**TEXACO
MOTOR OIL**





To The Texas Co.

Particularly difficult is the display problem of the company whose products are sold outdoors. And particularly noteworthy, therefore, is this Texas Co. display designed for all-year outdoor use.

The ingenious construction involves the solution of two different but related problems. First, it was necessary to achieve the ability to withstand all sorts of weather conditions, from the sleet and hail of winter to the baking of the summer sun. Secondly, it was essential that the unit be capable of shipment in compact form and yet that it be able to stand up, without attachment to any permanent fixture in the service station, under the most adverse conditions of wind and winter.

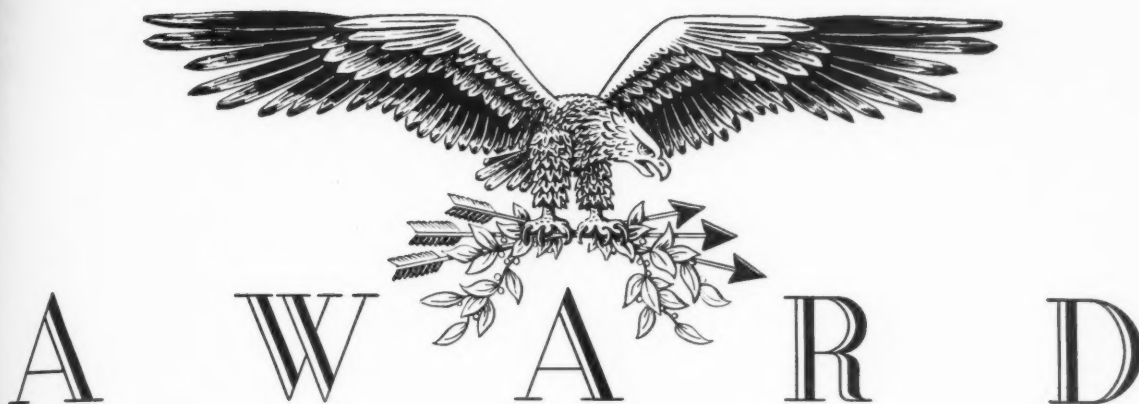
The first problem was solved by the use of a special weather-proofing treatment involving the lamination of the lithographically decorated outer sheet to the base-board with the use of special adhesives. The processing also included a special weather-proofing coating applied over the lithographed outer surface much in the manner of a lacquer or varnish.

To solve the second problem, the unit was designed with an ingenious construction whereby it could be set up upon a discarded auto tire which thus provides stability in any wind. Since such tires are available at all service stations it thus became unnecessary to provide any specially created base for the unit. This, in turn, simplified shipping problems and substantially reduced shipping weights. The shipping weight of the unit is 10 lbs., far lighter than that of any equivalent unit which could be constructed of such materials as metal or wood.

In design the display simulates the signs used on highways during temporary trouble or repairs. A red lantern, snow to give a touch of realism and copy that reads: "Danger—Cold Weather Ahead—Drive at Your Own Risk—Change to Winter Lubricants Now—Avoid Trouble" catch the eye and sell the product.

*Credit: Display by Kindred, MacLean & Co., Inc.
Imperio weather-proofing process, The Arvey Corp.*





To Safeway Stores, Inc.

Millions of housewives have accepted the chain stores as their preferred shopping places for packaged goods, but many still think that other types of stores have better or fresher vegetables. To overcome this false impression (insofar as its own stores are concerned) Safeway Stores, Inc., did an unprecedented thing in the fall of 1940. It created a giant-sized floor display that didn't sell anything except an idea, the idea that Safeway carries fresh vegetables at all times.

A great part of the success achieved by the unit is ascribed to its highly realistic quality. The photographic character study of a typical farmer is far more effective in its eye-stopping power than could be any painting. The strong lines and furrows on the farmer's face are brought out with virtually a three-dimensional effect and the allusion of depth is further heightened by the construction of the market basket which forms a part of the display. Here direct color photography has been utilized to reproduce, in vividly realistic effect, the vegetables around which the entire display has been built. To draw all eyes to this section of the display, the basket is lithographed as a separate portion of the unit and bowed slightly in attachment to the main portion of the display.

This semi-circular bend of the basket provides an actual three-dimensional effect. This multi-piece construction has been utilized for another reason as well. Both the basket and the copy balloon are removable for special promotions. The company has found it practicable to utilize the display with appropriate new balloon copy and with actual boxes or baskets of the special items replacing the bushel-basket lithograph.

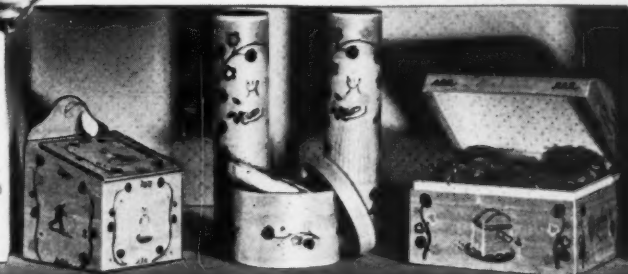
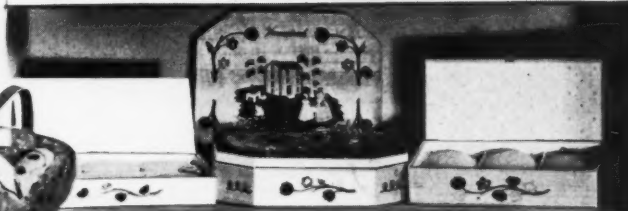
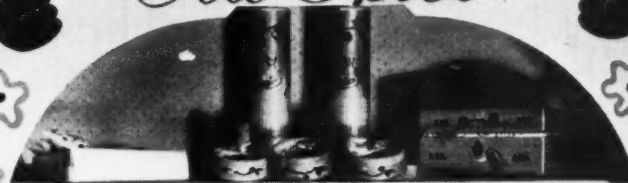
Utilizing the display but for a short period of time, the sponsor reports a favorable rise in the sales curve for fresh vegetables.

Credit: Display by Einson-Freeman Co., Inc.



EARLY AMERICAN

Old Spice



SHULTON





To Shulton, Inc.

This company has, within the last three years, scored a phenomenal success and has initiated a trend toward the use of American rather than foreign themes which has since dominated the entire cosmetic industry. With success, its line has grown to include a wide range of standard items plus an even greater group of gift assortments. This growth, in turn, has presented a display problem which has now been solved most successfully by the award-winning floor stand.

As the line grew, druggists began to find it difficult to find adequate counter space for the presentation of the many items. There was no question of their willingness to display the products. On the contrary, it was, rather, a question of their ability to find space for a display which the druggist would consider adequate.

The solution was found in the creation of a cabinet type floor stand providing five spacious shelves sufficient for a complete presentation of the line. Although constructed of cardboard, the design is such as to provide an unusually substantial structure and one which is extremely attractive when erected and in use. The design theme of the line of packages is carried over to the display by the use of wood veneer coverings for the display walls and the use of a lining paper, identical to that of the packages, for three of the shelves.

The cabinet is shipped to druggists in a flat carton and the materials utilized and the style of construction combine to make for relatively lightweight in shipment. Once in the druggist's hands, it is easily assembled—far more easily than many a display of seemingly simpler design.

The units have been made available to dealers who fulfill the company's requirements as to type of store, etc. Since the display has been but recently distributed, it is too early to report upon the store life of these displays, although the sturdy construction is believed, by the sponsor of the unit, to insure a very substantial period of use. The display has been enthusiastically accepted by retailers and sales, in selected test stores, indicate that it is playing a significant part in increasing the volume of merchandise which the display users are steadily moving into the consumers' hands. From the dealer's point of view it provides an admirable merchandiser which does not occupy too large a display area.

Credit: Display designed and printed by Oberly & Newell Lithograph Corp. Manufacturer, The Arrey Corp.



Upjohn VITAMIN PRODUCTS



IN 3 CONVENIENT FORMS



Upjohn VITAMIN PRODUCTS

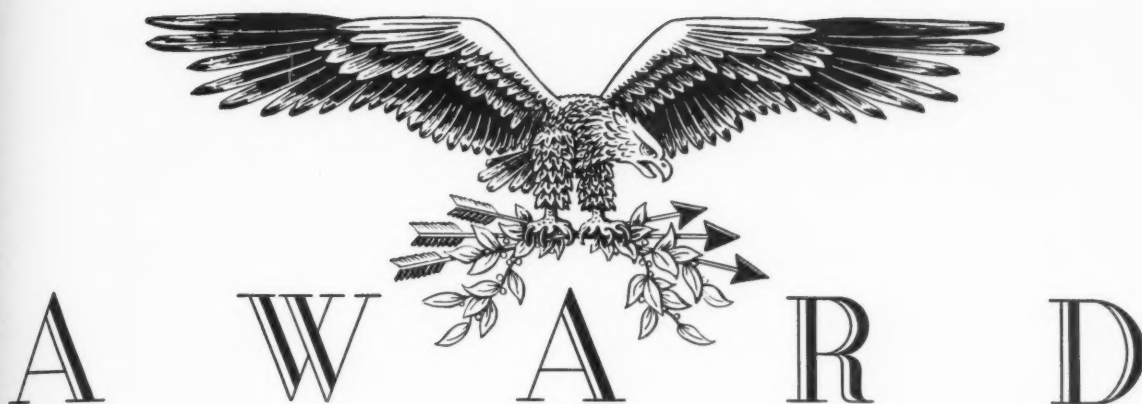


Upjohn VITAMIN PRODUCTS



MAKERS OF FINE PHARMACEUTICALS SINCE 1886





To The Upjohn Co.

This marks the second successive year in which a display sponsored by The Upjohn Co. receives an All-America award. Once again the unit is of the "ethical" type, promoting the druggist's service to the neighborhood community and honoring the medical profession.

Central feature of the display is a detachable framed reproduction of an oil painting by artist Norman Rockwell showing a young mother and her children in consultation with the family physician. The wood-grained support for this central panel has two shelves or platforms for merchandise and carries only the limited legend "Upjohn Vitamin Products."

Smaller side panels tell a dignified story about the varied products in the line and the manner in which they are to be utilized. Side panels are independent of the central structure, having been made deliberately so, to permit of use in both small and large windows. The central framed panel is designed for re-hanging on drug store walls after the complete display has served its original purpose. The new unit has achieved a success even greater than that of its predecessor prize-winner and has won an almost countless number of windows for The Upjohn Co.

A demand for the central panel, in fact, among libraries and schools, has sprung up and the company has been forced to produce extra framed reproductions to take care of these spontaneous requests. This is quite logically taken as further evidence of the effectiveness of the display in approaching and influencing the consumer. The side panels are provided with easels and may be re-utilized as counter displays when withdrawn from windows. Pharmacists reacted favorable to the dignified and ethical presentation of the display's theme. Consumers were stopped and pleased by the intensely appealing color illustration.

Credit: Display by The Forbes Lithograph Co.



YOUR PHYSICIAN

THE ART OF
HEALING IS A SCIENCE
ACQUIRED THROUGH YEARS
OF DILIGENT STUDY
AND PRACTICE

COSADEIN



MADE IN U.S.A.



YOUR PHARMACIST

THE ART OF
FILLING PRESCRIPTIONS
REQUIRES SPECIALIZED
TRAINING, ACCURACY
AND SKILL

ELUCO-FEDIN



MADE IN U.S.A.

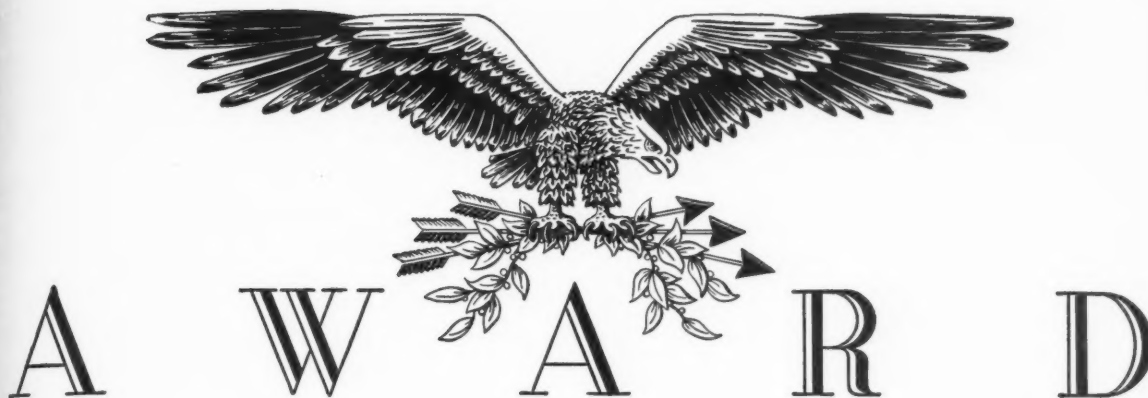
JUSTIN GATES

LIKE THE PHARMACIST OF TODAY HIS INTEREST
WAS NOT FORTUNE BUT THE WELL-BEING OF HIS
FELLOW MEN - PIONEERS OF THE 49 GOLD RUSH



Life - Feature
PARKE-DAVIS PRODUCTS

MADE IN U.S.A.



To Parke, Davis & Co.

Back in the days of the Forty-Niners, a pioneer pharmacist named Justin Gates left his home town in a covered wagon, well stocked with medicinal preparations, to assist physicians in their battle against disease that was rampant in the mining camps of the West.

Taking the spirit of Pharmacist Gates as typical of that of his entire profession, Parke, Davis & Co. developed an unusually attractive window display illustrating an arrival of the covered wagon pharmacy at a mining camp. The unit was developed by the company as a token of cooperation with the pharmaceutical profession for use during National Pharmacy Week held in October, 1940. So successful, however, was the display in creating consumer interest that many of the units were found in use weeks and even months after their original period of installation. Numerous pharmacists voluntarily wrote the company to express favorable comments regarding the attention the display was achieving among consumers. An even more significant token of effectiveness was found in the requests received from educational institutions and individual teachers throughout the country who sought copies of the display for classroom use. A number of state and city museums have likewise sought and obtained copies of the historical illustration for exhibit purposes.

Supplementing the central section of the display, in which a full-color illustration is framed and recessed into an arch topped by a descriptive legend, are two side panels extolling the physician and pharmacist, respectively. All three sections of the display have bronze-colored paperboard platforms which provide a firm base support and upon which varied Parke, Davis products are placed. Two small additional panels reading, respectively, "Let us fill your prescriptions" and "National Pharmacy Week" are also provided the retailer.

*Credit: Designed by George H. Gift. Display by
Thomas A. Schutz Co. Board, Lone Paper Co.*

Rheingold

EXTRA DRY

Lager Beer - Not Sweet



Strike Every Time!

Rheingold

EXTRA DRY

Lager Beer - Not Sweet



Rheingold

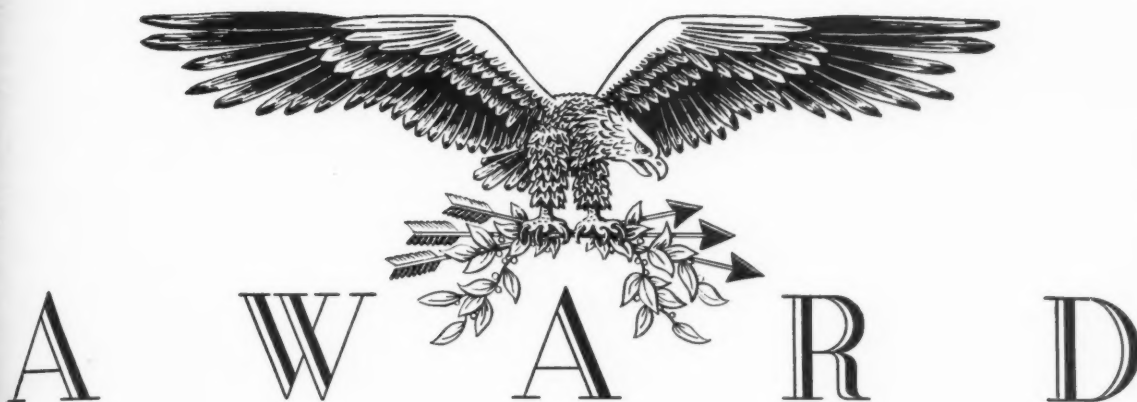
EXTRA DRY

Lager Beer - Not Sweet



STRIKE EVERY TIME!





To Liebmann Breweries, Inc.

This display was selected for All-America recognition both because of its visual effectiveness—achieved by the combination of direct color photography with a novel structure—and because of the unusual merchandising story which brought about its birth and to which it contributed a successful culmination.

Reasoning that 30,000 dealers can't be wrong, Liebmann Breweries, Inc., selected the model for its window display advertising via a contest in which dealers voted for their favorite feminine models as pictured in full color in a ballot booklet. The choice of the dealers, named "Miss Rheingold," was then photographed in full color as a bowling girl. This selection of topic was made in view of the wide interest in bowling which has developed within recent years and in recognition of the attractiveness which this sport holds for both men and women.

Since an increasing percentage of beer purchases are today made by women, it was felt that the display must be one having appeal to both sexes—an appeal which the display, as utilized, obviously possesses. Increased realism was achieved through the use of direct color photography. This was further heightened by the use of three-dimensional relief. The ball, which has just left the pretty bowler's hand, is seen on its way down the alley. In actuality, it is mounted on a separate piece of board attached by a folding construction so as to stand a few inches in front of the main portion of the display. The alley is represented by a slanting apron extending forward from the main display panel. The tenpins, of course, are represented by bottles of Rheingold beer.

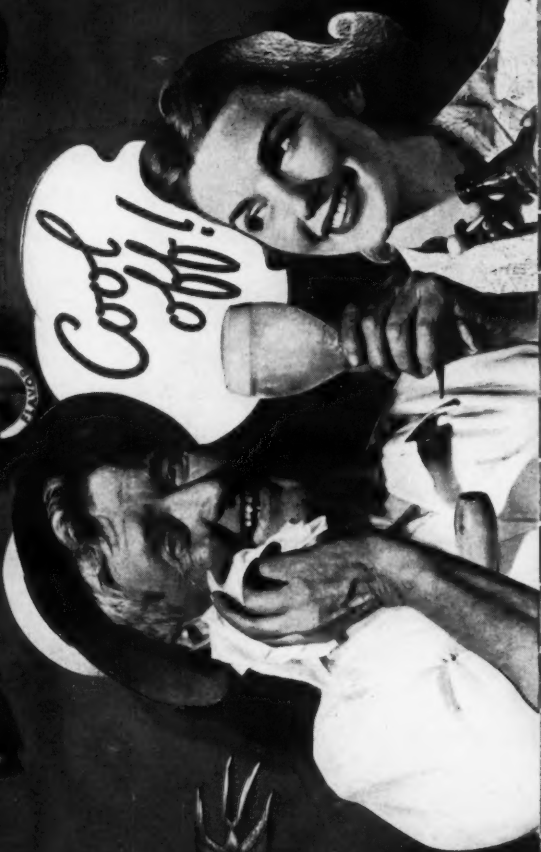
Dealer acceptance of the unit was made all the greater by their previous participation in the selection of the display model. The same illustration was used simultaneously by the company in billboard and other display advertising and the entire campaign was reported to have been one of the most successful ever conducted in the New York market.

Credit: Display by Einson-Freeman Co., Inc.

BALLANTINE'S



Cool
off!



BALLANTINE'S BEER

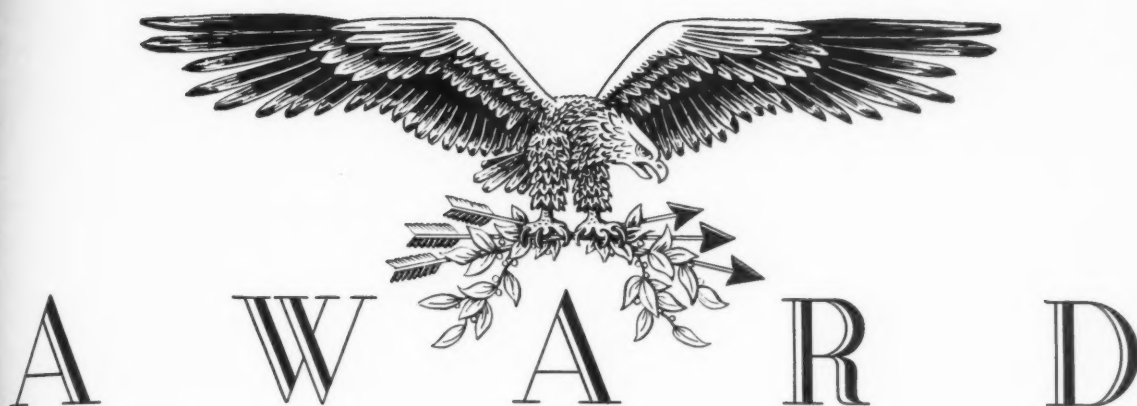


Emergency
PACKAGE

FULL QUART

FULL QUART





To P. Ballantine & Sons

The difference between a good display and a great one may often be found in some slight detail which, at first glance, would seem unimportant to the casual observer. Such is the case with this award winner, sponsored by P. Ballentine & Sons to promote the sale of the company's beer. A little dime store handkerchief was here used to provide a focus of interest and an effect of vivid realism that has converted this unit into one of the most successful and outstanding displays ever sponsored by this large advertiser.

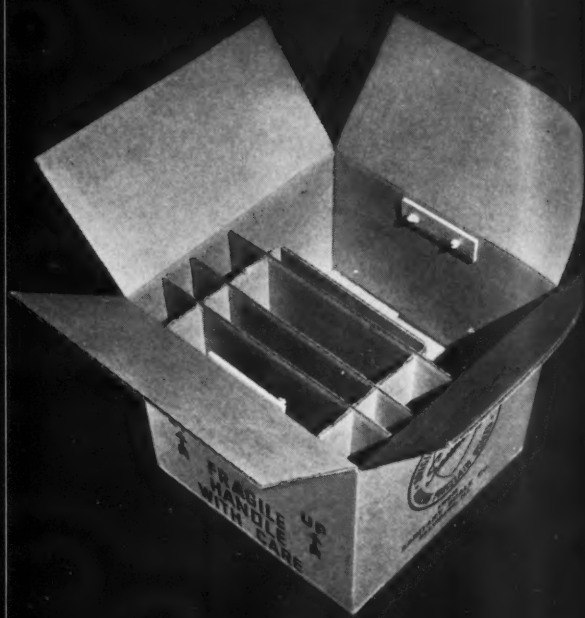
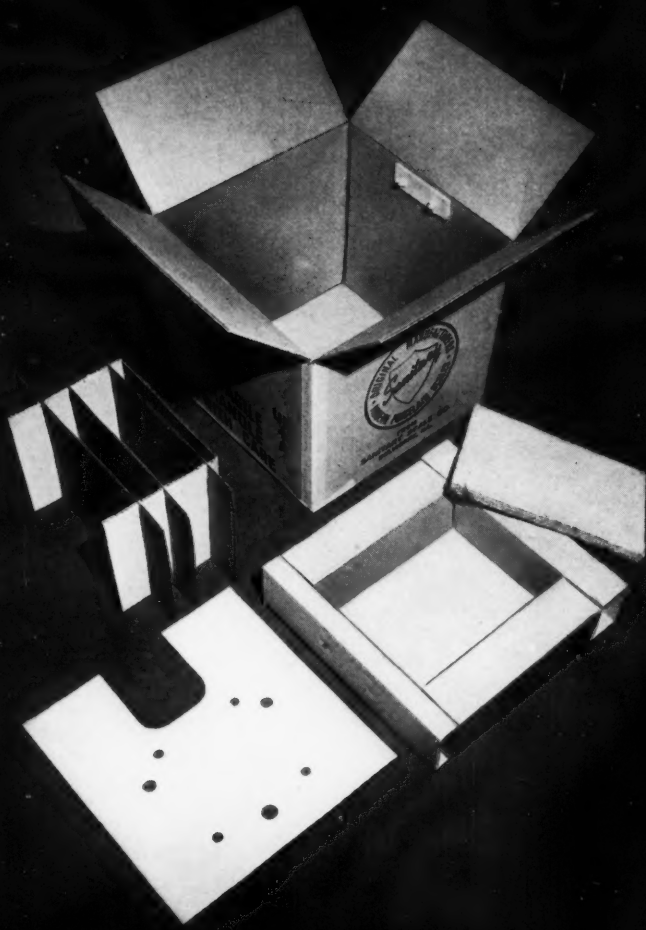
As originally planned, the display utilized a direct color photograph to show a man mopping his brow on a hot day. He has obviously been gardening and his daughter—a most attractive young lady—has just brought him a glass of beer, so cool that the glass has become frosted.

Here were all the elements of good display—human interest, a true to life situation, youth and beauty, action and a quickly understood selling story. But then, someone had an inspiration. The picture handkerchief was replaced by a real one, held against the face by a die-cut picture hand. And presto—the unit sprang to life!

The startling vividness of the impression created by the display serves to demonstrate once again the attention value and sales value of novel constructions and eye-catching devices. Whereas all too many manufacturers have come to rely upon the proven effectiveness of direct color photographic illustrations, this advertiser has not accepted such effectiveness as the ultimate in appeal, but has succeeded in adding a plus value by this simple device.

The figures in the display are slightly larger than life size and thus serve to dominate any window into which they are placed. Smaller units—for use as supplements in large windows or to tie in on store counters—duplicate the large display in every detail. The company reports the display to have proved one of the longest lived and most effective of all displays it has supplied to dealers in many years.

Credit: Designed by Henry Gorski. Produced by Einson-Freeman Co., Inc.





To Sanitary Scale Co.

This company had formerly utilized wooden containers in which to pack and ship its scales. These, however, were found to be both expensive and bulky and far from neat in appearance when they arrived at their final destinations. For these reasons, it sought a corrugated container—a goal made particularly difficult by the nature of the product, by its heavy weight and by its requirements for protection.

The box which now has been selected for All-America recognition is made of 500-lb. test double-wall corrugated board complying with Rule 41 of the Freight Classification Code. The inner packing consists of five chip and chip corrugated pads on which the scale rests, thus permitting the metal feet of the scale to sink into the soft chip and still not protrude all the way through the five thicknesses of the board. The remaining surface of the base of the scale rests on the pads, giving it sufficient cushioning. A scored and corner cut-out sheet is used in conjunction with eight 1-in. thick wooden blocks that are cut on an angle to conform to the sloping base of the scale. The wooden blocks are nailed to the scored and corner cut-out sheet and when the sheet is folded the wood is completely covered so as not to scratch the porcelain finish.

When the scale is placed in the combination wood and corrugated sheet and then in the box, the scale is held firmly in position, giving it adequate clearance from the sides of the box. A double-wall die-cut sheet is cut out to conform to the upright form of the scale. This sheet provides a surface for the partition pieces to rest on. These are made of 500-lb. test material which is necessary to gain vertical rigidity to hold the scale down and to allow the proper clearance from the top of the scale to the top of the box. Rope handles were incorporated in the package to facilitate handling by freight handlers.

The new container has reduced shipping weight by approximately 18 lbs. It is reported by its users to provide a far greater protection than was formerly available for the scales. Attractively printed, it serves as a creator of goodwill and as a traveling advertisement for the company's products. Yet despite all these advantages its cost is actually less than that of the containers previously utilized.

Credit: Shipping containers, The Hinde & Dauch Paper Co.



A W A R D

To The Hoover Co.

Tying-in with the growing consumer demand for color, The Hoover Co. recently redesigned its electric sweepers to conform to this trend. It chose the same opportunity to redesign its ensemble packing case to achieve greater convenience for the housekeeper and for the salesman who carries it.

Since vacuum cleaners of this type are almost universally sold by home demonstration, the packing case is no ordinary shipper, but plays, rather, a major part in aiding the sale. It also serves an important function as a re-use container in which the housekeeper moves all the cleaner accessories from room to room.

One major problem confronting the company has been the tendency, on the part of some salesmen, to ignore the accessories in their enthusiasm to demonstrate the sweeper itself. Since the accessories have been found, by experience, to play a major part in the achievement of a sale, the company sought some means of literally forcing the salesman to present the dusting tools to his housewife prospect. The redesign of the carrying case was so worked out that these units must necessarily come into view when the sweeper itself is being unpacked. Thus their demonstration is assured.

The containers have been decorated in two tones of brown to conform with and complement the color of the appliances within. The handle, which was formerly placed at the end of the case, has been relocated at the side and the unit has thus been given proportions more like those of a traveling bag. The interior partitions and supports have been redesigned

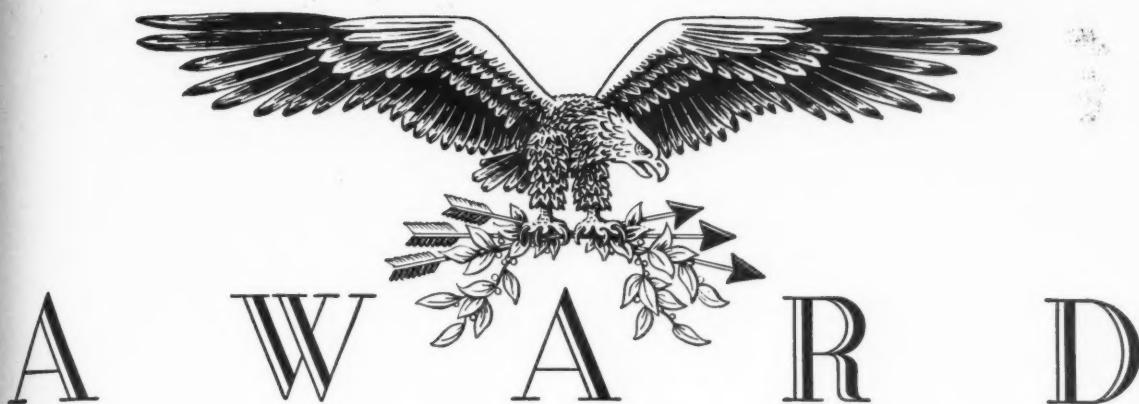
to aid the sales representative in re-packing the cleaner after a demonstration. Partitions within the container are so stitched that each appliance has a convenient place in which to go and easily fits back into the case.

The new package has been in use since January, 1940, and is reported, by the company, to have proved a positive aid to sales effort and to have accounted, in part or in whole, for a substantially increased sale.

*Credit: Shipping container carton, Inland Container Corp.
Wire stitchers, Harris-Seybold-Potter Co.*







To L. Bamberger & Co.

This award has been allotted, in large measure, because the packages concerned serve to graphically demonstrate the largely unexplored merchandising possibilities of shipping containers.

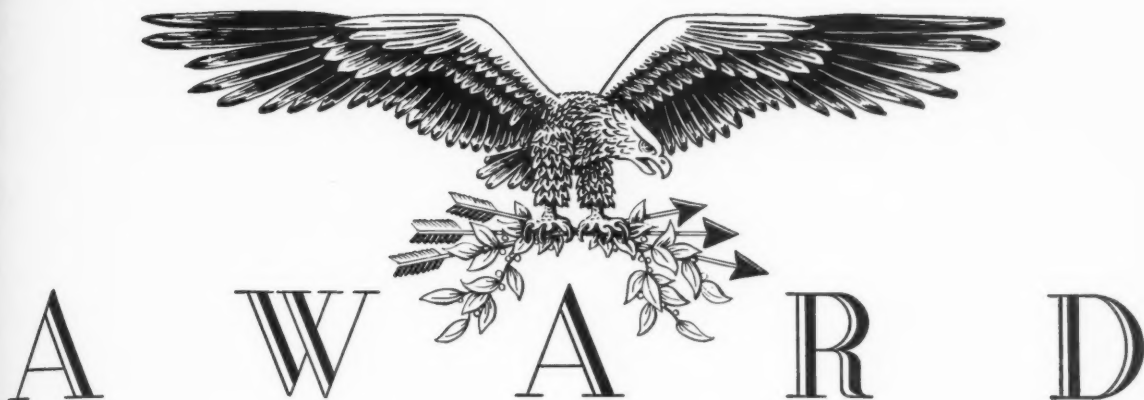
L. Bamberger & Co. are known throughout the United States as one of the most progressive—as well as one of the largest—of department stores. Because the store felt that profitable operations could be carried on in the laundry and dry cleaning field, and because it saw possibilities for keeping in close contact with its customers through such operations, it recently decided to enter this field.

In designing its containers—cloth bags for taking away soiled laundry and corrugated boxes, paper bags, shirt wrappers, handkerchief wrappers and labels for delivering clean laundry and dry cleaned items—the company sought both consumer convenience and a carry-over of the store name into every phase of the laundry operations. By so doing, it reasoned, it would place in the home a virtually endless series of reminders of the customer's contact with the Bamberger store and would thus be able to receive much valuable advertising in the home at virtually no added expense.

Most notable of the three containers constituting the award-winning group is a corrugated box decorated in blue and white to emphasize the cleanliness of the clothes within and so constructed as to permit the consumer instant access to the laundry. The box is so designed that if lifted up from top or bottom, it releases the laundry in a neat pile on the table. Also included in the group is a fabric laundry bag, utilizing the same color scheme and again emphasizing the Bamberger name. A similar scheme is followed in the design of an over-the-hanger paper bag for dry cleaned items.

Credit: Designed by Morris L. Rosenblum. Corrugated boxes, Grand City Container Corp. Cloth laundry bags, E. S. Halstead Co. Paper dry cleaning bags, Calder Packaging.





To Defender Photo Supply Co., Inc.

Packaging in the photographic field was once considered as largely a matter of materials' protection. Packages were designed to protect some products against light and other items against varied hazards and labels served merely as identification for the expert professional photographic user.

The phenomenal growth of the amateur photographic market has, however, completely changed the situation. While most photographic supply houses have made efforts—of greater or lesser degree—to adjust their packages to the changed situation, the work of the Defender company has been outstanding. The various photographic products and sundries manufactured by Defender are of many shapes and sizes. Before the packages were redesigned there had been very little resemblance between products and no family identification.

Two goals were set up for the redesigned project. First, the packages were to be capable of creating a satisfactory impression on shelf display, whether presented singly or as a complete line. Secondly, sufficient family resemblance was to be established, despite differences in size and shape, to insure consumer recognition of every item as a part of the line.

A supplementary objective called for a distinguishment of the line—especially the paper products—from competitors' merchandise. This was deemed particularly desirable because previously the only visible differences in packages of similar goods were to be found in the labels. All brands on the market, with only one or two exceptions, had utilized brown or tan kraft envelopes or boxes.

The first step of the design procedure was to select

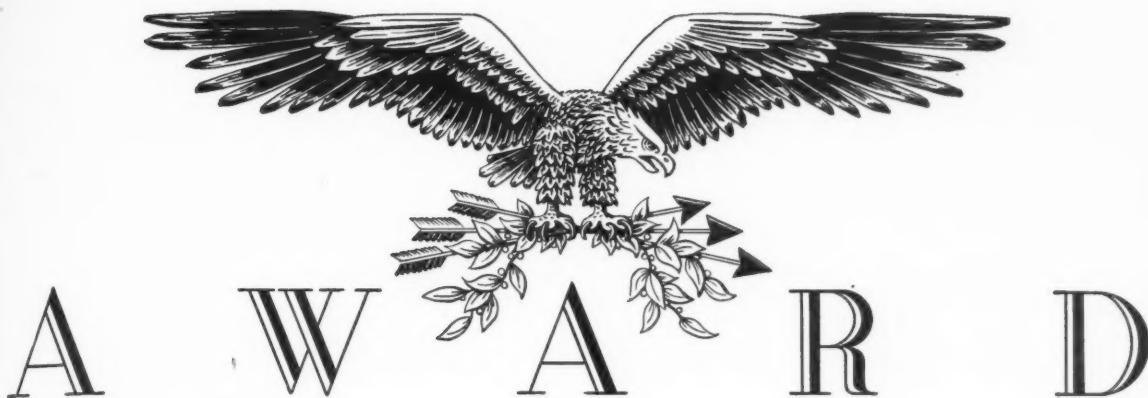
a color combination—brown and yellow—which would assure attention value for the packages when on dealers' shelves. The problems of product identification were solved, especially in the case of the metal containers, by identifying each product by a distinctive number. With the paper packages, the labels were designed to provide instant product identification.

Advantage was taken of the opportunity presented by the redesign program to achieve a standardization in container size. For instance, 14 put-ups were packaged in six metal container sizes of three diameters. The new envelopes incorporate a "Rip-Strip" opening device simplifying access to the product. Specially constructed impermeable cellulose acetate laminated linings have been adopted for fibre cans which protect the delicate chemicals far better than ever before.

By virtue of the individual improvements and the general improvement in package appearance which resulted from the redesigned program, the company's dealers report substantial business increases which they credit directly to the new packages, and the company reports a greater increased willingness on the part of dealers to display the line in prominent store positions.

Credit: Designed by Charles L. Rumrill & Co. Metal containers, American Can Co. Fibre cup in can, Cleveland Container Co. Disc in can, Brewer & Newell. Cartons, J. A. Levis & Sons. Envelopes, Rochester Envelope Co. Fibre tubes, Cleveland Container Co. Fibre tube lining, The Doebckmun Co. Fibre tube closures, Aluminum Seal Co. Paper labels, Brewer & Newell. Check-weighing scales, The Exact Weight Scale Co.





To Alfred D. McKelvy Co.

The greatest sales sensation of the year, in the toiletries field, has been scored not by any conventional line for women—as might have been expected—but, rather, by the Seaforth men's line. This success is ascribed, by the products' sponsor, as due in very great measure to the design and construction of the packages that make up the family.

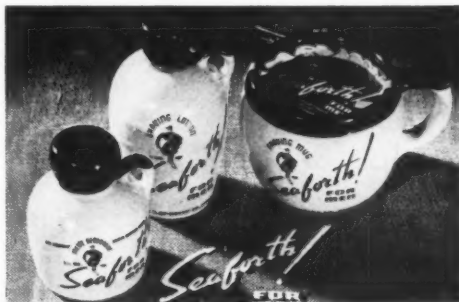
In establishing the basic design, the shape of one of the oldest containers known to mankind was utilized. This is a little jug-shaped container, many of which were found in the tombs of the Egyptian Pharaohs. A similar design with two handles became the famous Grecian urn. Because popularity of this simple, but attractive shape has endured over 5,000 years, it was felt that even if modernized, the container would not fall into the novelty class.

The designer selected stoneware jars and jugs in two shades of brown, trade marked with a kilted Highlander. They are packed in tweed covered boxes. The patented molded plastic closure is a replica of the ancient wax seal used in the Scotch Highlands to close the early whiskey jugs by dipping the top in hot wax. The original shape of this type of seal is preserved as accurately as possible, consistent with its removable feature. The little metal closure beneath the cap is made of pewter and plated with 24-karat gold.

There are many advantages in using the stone containers: cologne and lotion are kept cool and the shaving mug, when empty, becomes a Tom and Jerry cup. This mug, incidentally, is a replica of the old sac cups used in the early days in the Scotch taverns for serving hot wine.

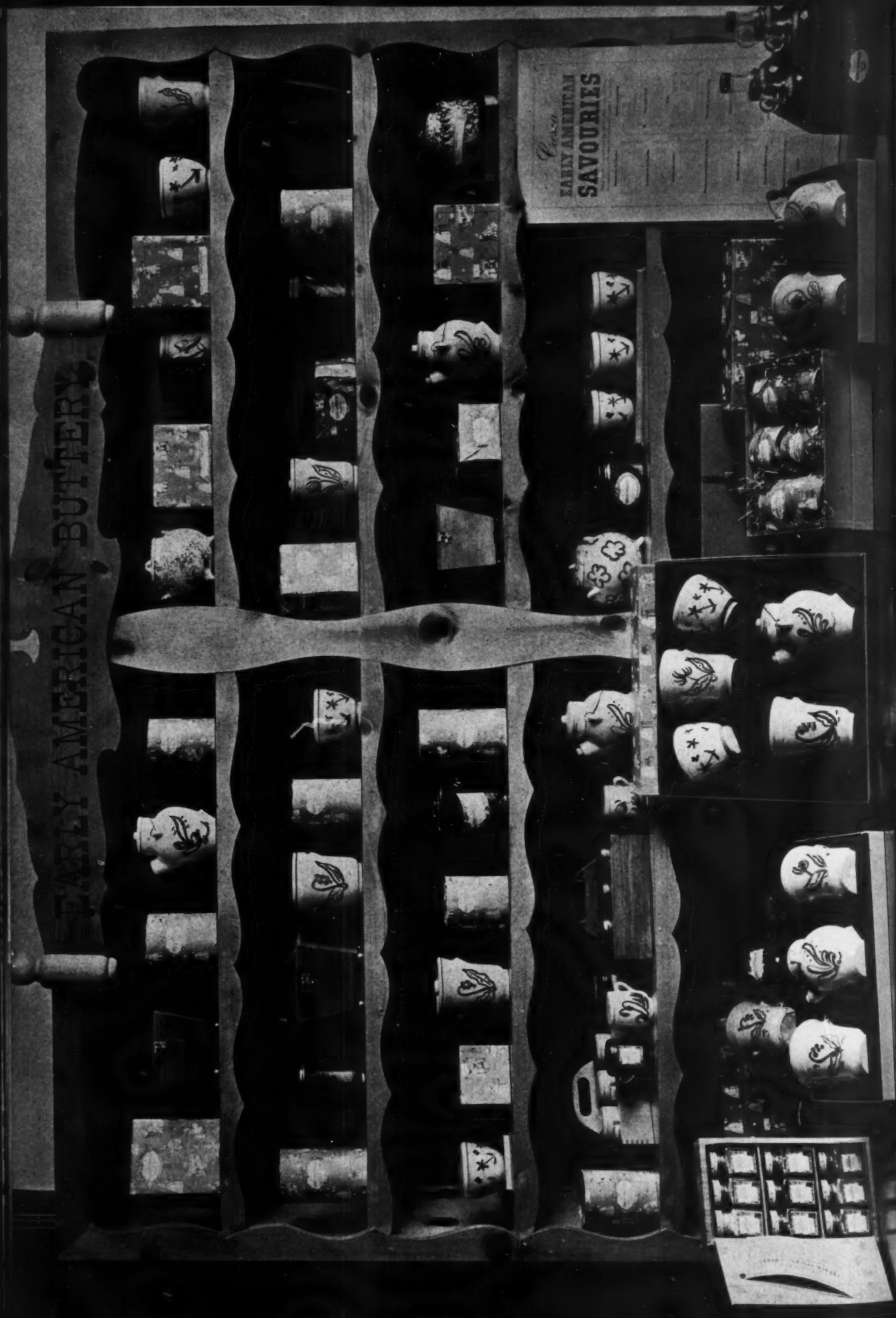
Box papers all utilize a specially printed pattern, developed from a photograph of an imported Highland tweed, in keeping with the rest of the background and the coloring of the individual containers.

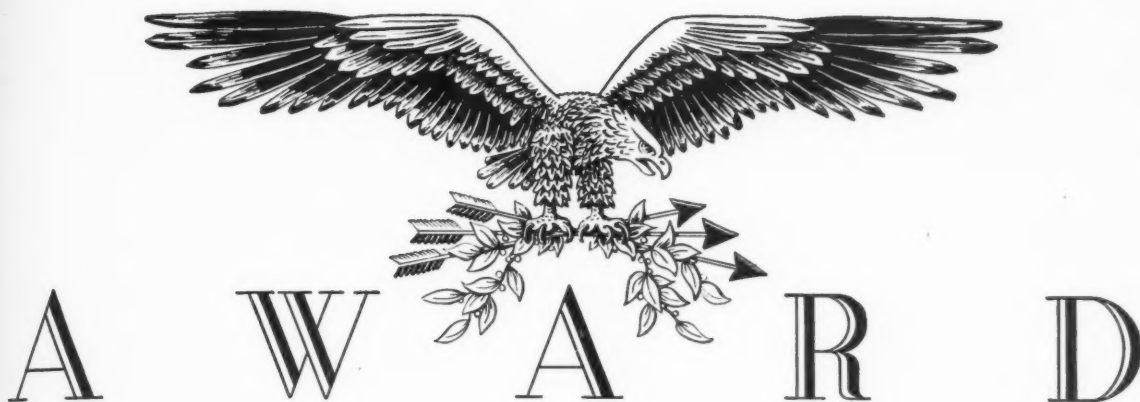
Credit: Designed by Alfred D. McKelvy. Labels, The Meyercord Co. Caps, Armstrong Cork Co. Seals, Imperial Metal Mfg. Corp. Boxes, Flour City Box Co. and Merle Sears Box Co. Lithography, Bureau of Engraving, Inc. Powder filler, Stokes & Smith Co. Liquid filler, Ertel Engineering Corp.



EARLY AMERICAN BUTTERY

Early American SAVORIES





To Cresca Co., Inc.

With interest in the American historical heritage at a high point, many manufacturers have sought to capitalize upon the public's trend by tying their merchandise to patriotic or historical themes. None, however, has attempted so expansive a job—nor perhaps succeeded as well—as Cresca Co., Inc., which has sponsored the extremely broad line of Early American Savories.

Products found in this line include such delicacies as New England Brown Bread, Maine Indian Pudding, Peach and Plum Conserve, Sliced Candied Yams, New England Fish Chowder, seasonings and tea. The foodstuffs were named, selected and packaged with the purpose of conveying an old-fashioned appeal. The contents, made in the home kitchen, have been worked out according to authentic Early American recipes, found in historical societies, libraries and household files. The containers not only embody this quaint charm of yesteryear, but most of the packages can be re-used.

Extensive research was necessary in order to discover the types of jars, crocks and various food utensils that were part of the Early American home. Crockery and earthenware, therefore, play a dominant part in the family group. The labels follow the general treatment of authentic old grocery and drug containers. Cartons and wrappings feature a light blue paper upon which are colorful silhouettes showing kitchen scenes of an Early American home, such as cooking in iron kettles at the open fireplace, churning butter, making a patchwork quilt and rolling out dough.

An attractive miniature closet for seasonings is covered with a wood veneer paper, while a light colored wooden box holds individual bags of choice tea. A sales unit from which these packages are to be sold was developed in order to establish a proper setting for this family of related foods. This line is

well adapted for department store selling, even though the store has no food department.

The line's distribution during its first season (from October to December, 1940) was restricted to 50 large department stores in key cities throughout the United States. All of these stores, the company reports, have experienced a most successful holiday business with the Cresca line and have expanded their plans for spring sales. In addition, distribution has been extended now to smaller department stores in other cities. In most cases, the line is placed on an exclusive basis with but a single store in each city handling the products.

Credit: Designer, Annette Fontaine. Boxes by Foster & Cross, Inc. Pottery, Robinson Clay Products Co. and Western Stoneware Co. Viscose closures, Sylvania Industrial Corp. Labels and paper wraps, Stecher-Traung Lithograph Corp. Transparent sheeting, Sylvania Industrial Corp. Folding boxes, Robert Gair Co., Inc. Wooden containers, Merchants Box Co. and A. S. Payne, Inc. Corks, Mundet Cork Corp. Vinegar bottles, Hazel-Atlas Glass Co. Spice jars and caps, Owens-Illinois Glass Co. Pliofilm pouches, Shellmar Products Co., material, The Goodyear Tire & Rubber Co., Inc. Bag sealing machine, Amisco Packaging Machinery, Inc.







To Badger Paper Mills, Inc.

This company has, for a number of years, been marketing shelf and drawer lining papers under the trade name "Vertex" and waxed papers for household use under the name "Twink." Both types of product were equipped with printed bond paper wrappers which had become antiquated with the passage of time. Shelf soilage was high. The company felt that its already wide distribution might be substantially expanded if more attractive wraps—which would earn increased display space—could be developed.

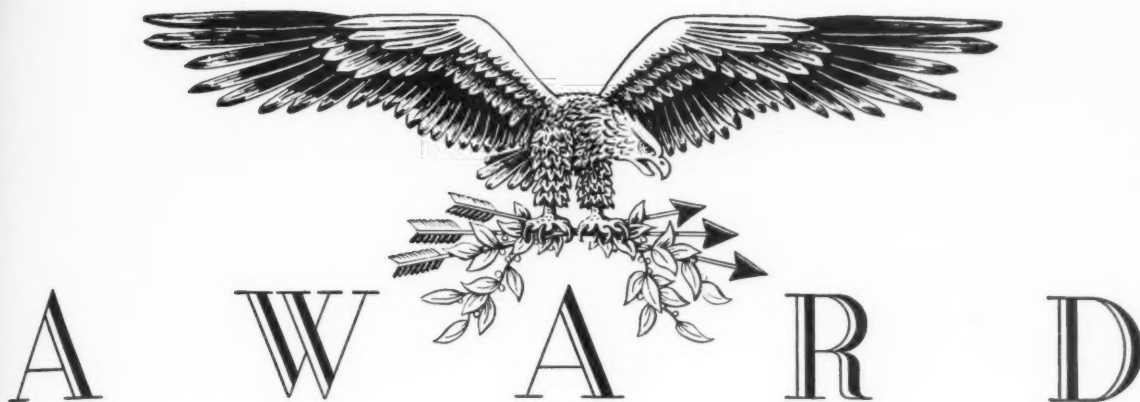
The solution to the problem was found in a group of attractively printed cellulose wraps utilizing the latest type of iridescent metallic inks and fine gravure printing. The new designs were, in themselves, more attractive and informative than the old and, in combination with the new method of reproduction, produced wraps which have proved highly attractive to both dealers and consumers.

In the short time since the new packages have been placed upon the market, the company reports a virtual doubling in sales which it ascribes, in its entirety, to the new wraps and to the new display boxes which have been created to facilitate their presentation to the consumer. Shelf soilage, which once constituted a major problem for the company and its distributors, has been virtually eliminated. The new wraps, of course, can readily be wiped free of dust and their smooth surfaces reject finger marks.

The new display boxes are in themselves interesting. They consist of a set-up boxboard base cut away over part of the front and one side. The other side and rear wall position a stepped-up display card. Thus the entire unit is designed to be seen and appreciated both from the front and from an angle. This form of design is calculated particularly to encourage dealers to place the display in positions next to cash registers—an extremely desirable position, of course.

Credit: "Vertex" shelf and drawer lining paper: printed cellophane wrapper, The Dobeckmun Co. "Twink" waxed paper: printed cellophane wrapper, Shellmar Products Co. Wrapping machines, Miller Wrapping & Sealing Machine Co.





To "The 'Junket' Folks"

Chr. Hansen's Laboratory, Inc.

Redesign in the case of these 'Junket' packages represents the dual achievement of both improved product protection and increased eye appeal. The products are hygroscopic and require unusual protection if they are to reach the housekeeper's work table in a condition capable of producing the best end results.

The old package consisted of a satchel bag within a sealed carton. This in turn was wrapped in waxed paper with an additional outside printed cardboard carton or shell. This had proved to be the best available protection and, even though it was expensive, had been considered necessary by the company.

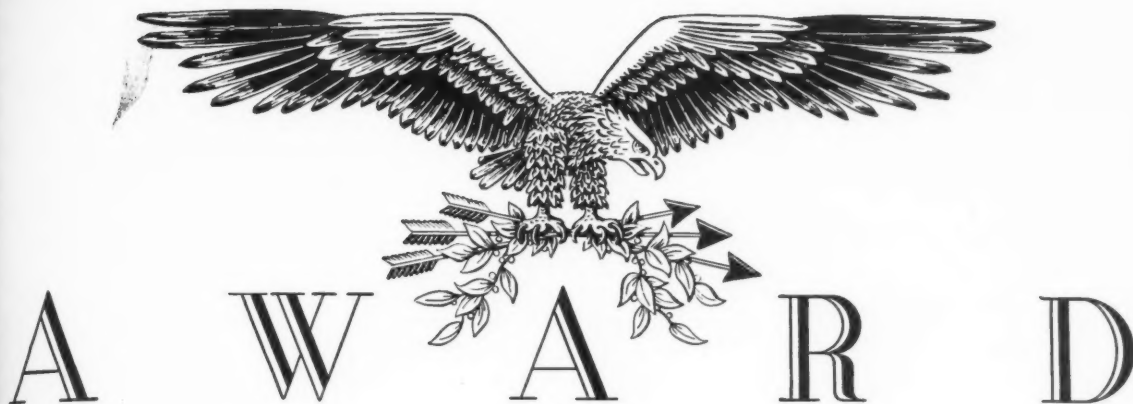
The new package consists of but three parts—a satchel bag, a chipboard carton and a foil outer wrap. Package costs have remained approximately the same, but the use of the new type of container made practicable the adoption of a patented easy-opening structure which consumers have commented upon very favorably. In tests, the new package is reported to have demonstrated the provision of better protection than was formerly obtainable, although this is achieved with fewer plant operations.

Another advantage of the new package structure is that it permitted a decrease in package size—something which the Food and Drug Administration has been demanding within this industry. Surface design has likewise been completely changed. The 'Junket' name was retained in its characteristic lettering and the trade mark figure was reduced considerably in importance to make room for an element of greater importance to dealers and consumers. To facilitate identification, large initials, printed in flavor colors, were adopted as the main portion of the package design. These substantially simplify the dealer's problems of stock keeping and aid the consumer in making her selection.

Despite the radical nature of the change—in a field where most manufacturers hesitate to make extensive changes—the company reports a most successful sales record, with an increase over previous sales of 15 per cent, achieved despite a reduced advertising budget.

Credit: Designed by Jim Nash. Shell cartons, Robert Gair Co., Inc. Foil wraps, Reynolds Metals Co., Inc. Folders, The Forbes Lithograph Co. Filling machine, The Fred F. Goat Co., Inc. Foil wrapping machine, Battle Creek Bread Wrapping Machine Co.





To General Foods Sales Co.

This product has been on the market since 1894, using the Swan as its symbol. Since its inception, it has undergone a number of design changes, but, in recent years, changes in merchandising methods and in the layout of the typical store have aggravated the designer to meet the new conditions imposed by super markets, self-service retail stores, improved lighting, etc. General Foods decided to completely redesign the package.

A survey of grocery stores, conducted at the time of redesign, showed that it was a custom of most dealers to store cake flour on upper shelves with competitive brands juxtaposed. The presence of small lettering and of recipes and descriptions of the product on the front face of the old package were, therefore, judged to be virtually useless, since they were too far away from the consumer to be readable or even—in many cases—recognizable.

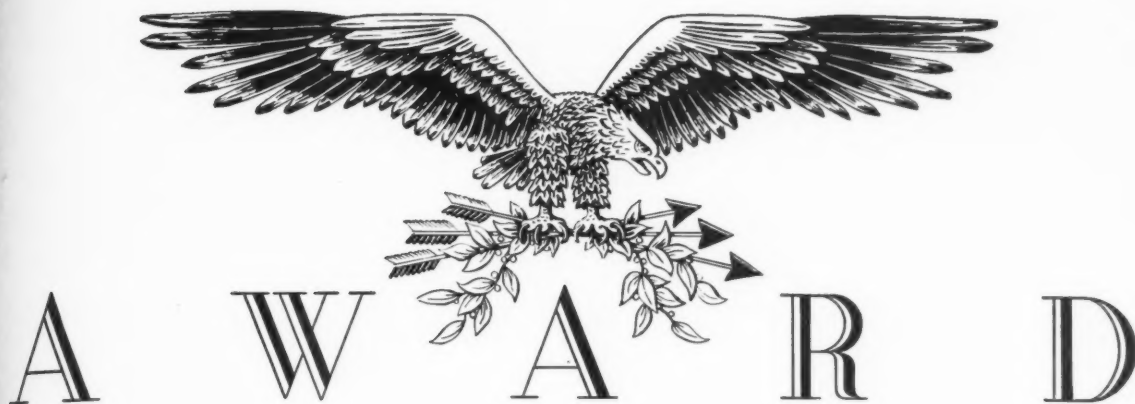
The Swan trade mark was enlarged to form the dominant motif and to achieve greater display value. The dark red background has given way to a more brilliant red which serves to emphasize the whiteness of the trade mark and of the trade name lettering. This emphasis on whiteness is deliberate—being used to establish a mental association, in the consumer's mind, with the whiteness of the product itself.

Side and back panels have been considerably modified to make for greater ease in reading. These panels contain recipes for a variety of cakes. The patented opener and re-sealer, which formerly faced the front of the package and added to the confusion of the front panel design, has now been placed on the back of the container.

Packaging costs, it is claimed, remain unchanged, since the package structure is identical and the modification of the color scheme has not increased the number of colors used. The product enjoys so wide a distribution and is considered so staple an item that it is difficult to isolate and measure the effect of the new container on sales. The new container has, however, produced a demonstrable increase in voluntarily offered dealer displays.

*Credit: Designed by Jim Nash. Wrappers, Keller
Crescent Co. Machinery, Pneumatic Scale Corp., Ltd.*





To South Kaukauna Dairy Co.

Packaging natural cheese in small consumer units has been a major problem with cheese makers. It is necessary to cure and age cheese to varying extents before it is ready for consumption. The production problems and excessive costs involved in attempting to form, cure and age cheese in small units are more or less obvious and these very problems account for the fact that the development of identified consumer packages of natural cheese has lagged far behind the achievements made in this respect for packaged process cheese.

A newly developed technique permits cheese to be produced, cured and aged in the large brick, block or wheel form in which it is made. The cheese is then cut by means of a simple device, similar to that used in cutting bricks of butter, into any desired size. These small units are coated by dipping into a special wax. This dipping process prevents drying out and the growth of mold and rind.

The next step in the packaging technique is to wrap the cheese in a printed cellophane wrap by what is termed the wet-wrap method. This involves moistening the outer or printed surface of the cellophane in order to make it more plastic and slightly tacky. The cellophane is then wrapped around the loaf or brick of cheese in the same manner in which a brick of butter is wrapped in parchment paper, applying, however, a moderate amount of "pull" to obtain a fairly tight wrap. No adhesive is needed as the tackiness of the moist cellophane is sufficient to cause a seal on the end folds and bottom lap. As the moist cellophane dries, it shrinks, causing the wrap to fit itself still more tightly on the cheese.

The wet-wrap application of the cellophane has the further advantage of causing the cellophane wrap to form something of a bond with the wax coating on the cheese. It further acts to bind the wax to the cheese, effectively preventing any cracking or chipping of the wax.

The resulting package, from a consumer standpoint, is unusually attractive and appealing. The cheese may be sliced right through the wrap. Because of the bond between the cellophane wrapper and the wax coating, these two elements of the package peel off easily, leaving the clear natural cheese without a rind and ready to eat.

In the case of the Hickory Smoked package, the method of wrapping is the same, except that in this case the cheese has been molded into a cylindrical shape, smoked and then wax dipped and wrapped. The ends of the cheese are shaped and the wrapper tied in a manner to make the resulting package look like sausage.

Credit: Printed cellophane wrap, Milprint, Inc.





To The Deshler Broom Factory, Inc.

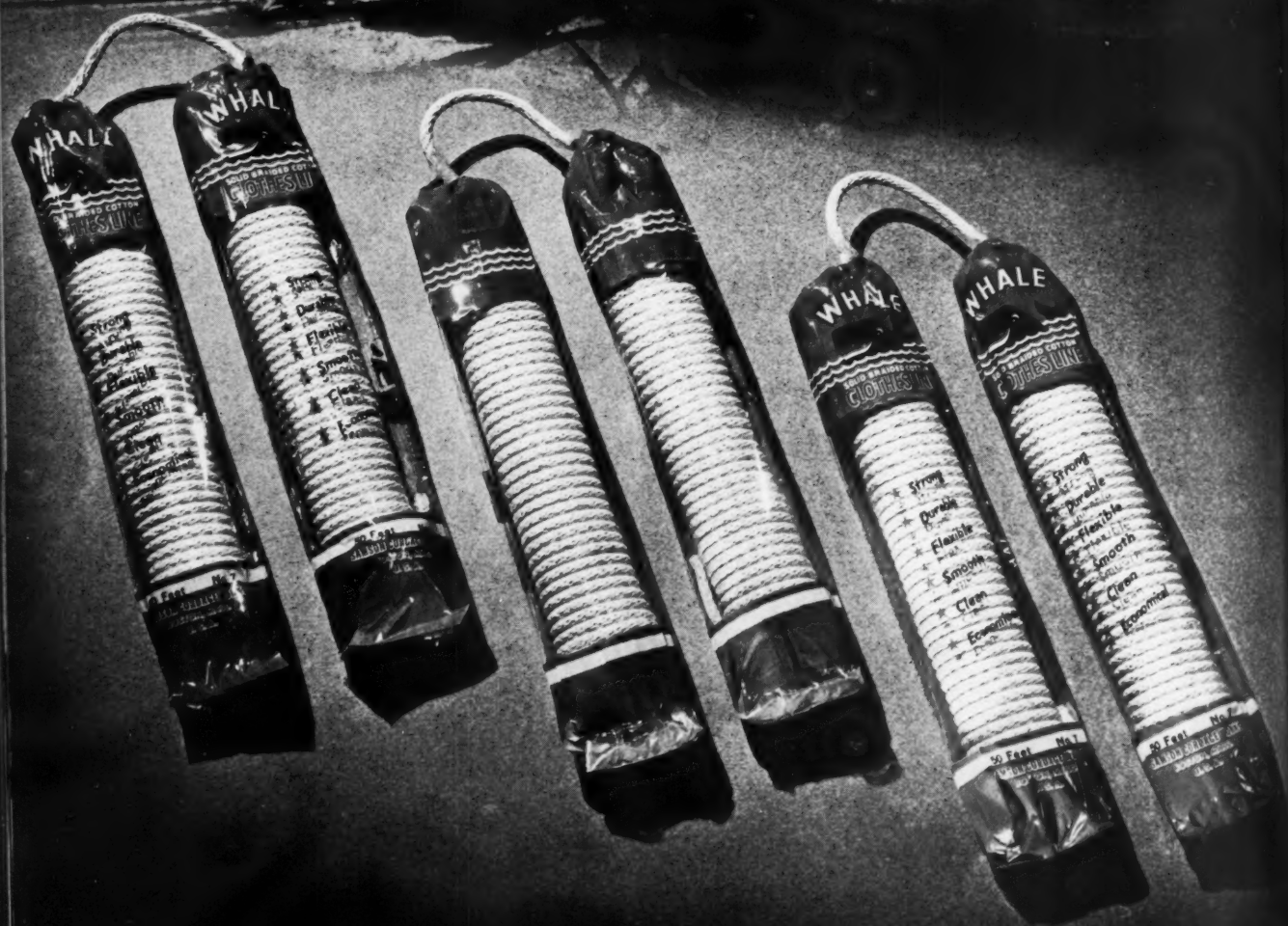
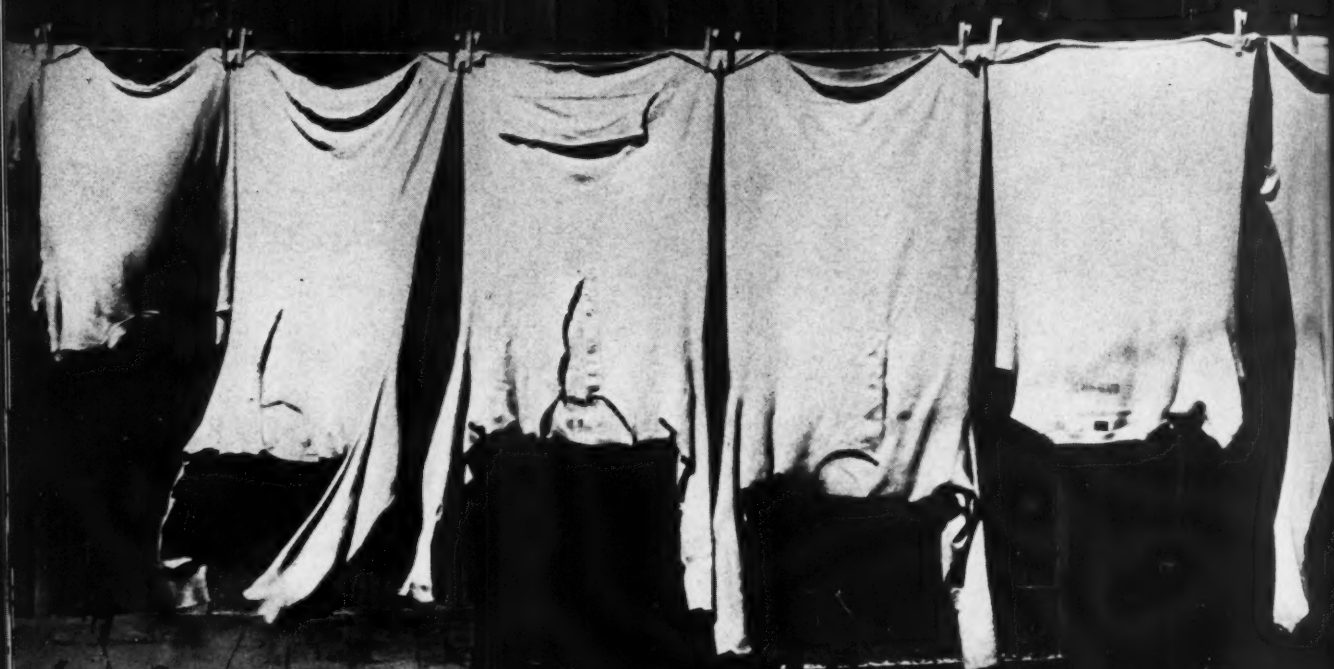
Remember how brooms used to be displayed in the old-time grocery or hardware store—straw downward in a box or barrel with only the handle visible? Little or no trouble was taken to protect the fibres of the broom, although a few of the more enterprising manufacturers used a plain kraft wrapper to cover the corn.

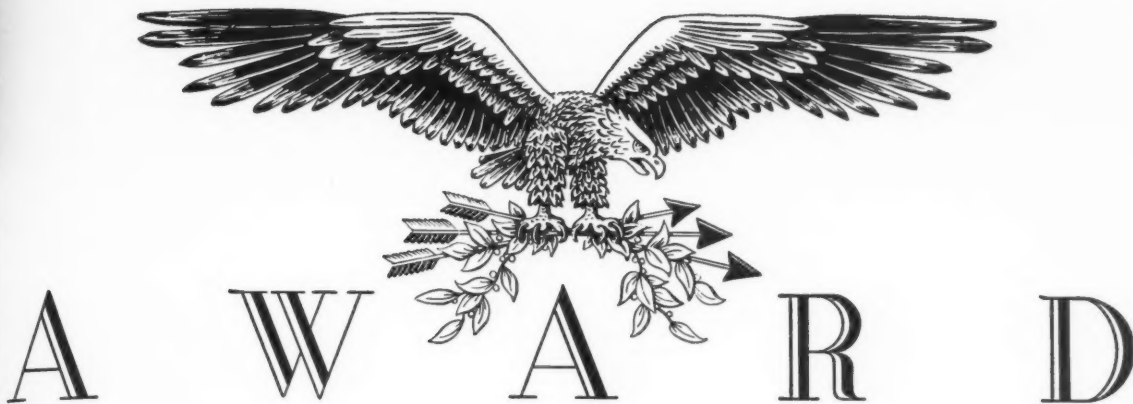
That was in the days when all brooms were alike. But when The Deshler Broom Factory, Inc., recently developed a new chemically treated broom with special stitching features, they decided that special protection and special display were called for. They felt that it was essential to tell housewives about the chemical treatment given the "Brownie Broom" and how it insured longer wear and lasting beauty. They wanted some device that would automatically insure proper display for the important part of the broom—the sweeping head—rather than for the essential, but less important, handle.

The solution to their problem was found in the form of a printed transparent wrap or sleeve which forces attention toward the special features of the new broom and explains them virtually in the manner of a demonstration. Moreover, the sleeve literally forces the dealer—in his own interest—to accord the product proper display with the broom head upwards, since any other placement of the broom would prevent reading of the type matter on the printed wrap. The conical sleeves are inexpensive and add nothing to the cost of the broom at retail, but their colorful printing and the manner in which they insure proper merchandising of the product in the retail store has accounted for a substantial increase in sales for the company.

The company reports an increase of the movement of the product, since the new design was introduced, and a particularly gratifying increase in dealer willingness to bring the product out from behind the counter position and into prominent display positions in the store.

Credit: Printed cellophane wrapper, Shellmar Products Co.





To Samson Cordage Works

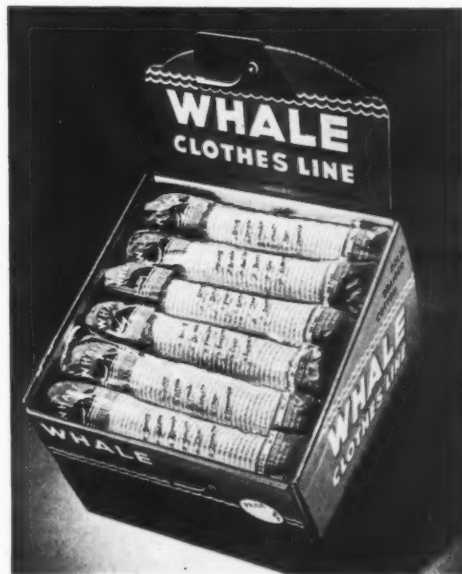
These new clothes line packages demonstrate the possibility of improving the merchandising of even the most prosaic of products. Clothes line has traditionally been sold either in hanks or as withdrawn from a reel by the hardware dealer. The new Whale clothes line package utilizes two identical printed transparent cellulose bags to house and protect two 50-yd. halves of each hank. The two halves are connected by a single strand of rope and the dealer may thus sell a 100-yd. length or may—with a single snip of the scissors—accurately cut it into two 50-yd. lengths.

The bags prevent the line from getting soiled while in the store and serve, with their bright coloring, to attract the consumer's eye. Explanatory wording on the bags sells the consumer on the advantages of utilizing fresh clothes line to replace dirty lines which may at present be in use. This emphasis which the package places upon cleanliness is particularly effective on the feminine purchaser whose present clothes lines have become soiled from exposure and who, therefore, is reached at a time when she is most conscious of the advantages to be gained through the use of a clean line.

An ingeniously constructed corrugated-board shipping box holds 1 doz. hanks and may be opened to form a counter display which places the product in slantwise position for consumer convenience in examination. These containers bring the product out of its usual back-of-the-store position and into

prominent display on hardware dealers' counters where the bags can do an effective sales job. The display carton has been designed to carry out the relationship in colors and lettering of the new transparent cellulose bags.

Credit: Transparent bags, Thomas M. Royal & Co. Cellophane, E. I. du Pont de Nemours & Co., Inc. Display cartons, Kieckhefer Container Co.







To Matchless Produce Co., Ltd.

While the average American housewife would not think of buying unpackaged biscuits or flour—and while scores of food products, such as milk, are required by law to be sold in sanitary pre-packed containers—the average housekeeper has not until recently expected to buy vegetables in packaged form. The last few years, however, has seen a remarkable change in this trend, a change induced by an increasing consciousness of the effect of sanitation and preservation in maintaining the food values and vitamin content of even such common garden variety vegetables as potatoes, celery and carrots.

That this trend can provide benefits not only for the housewife, but for the retailer and shipper as well is demonstrated by the experience of the Matchless Produce Co., Ltd., sponsors of these award-winning carrot bags.

Economy begins at the shipping point with a substantial reduction in the bulk of the shipment. This is obtained because bagged carrots have the top leaves left off and are thus far more compact when packed for shipment. The transparent bag, made of rubber hydrochloride sheet material, tends to maintain the moisture content of the carrots and thus to preserve their food value. Since the bag focuses attention upon the product, only the highest grade of carrots are normally packed in bags and thus the package serves as a guarantee to the housewife as to the quality of the product within.

The company initiated its packaging program in one of the most highly competitive produce markets in the United States, namely, San Francisco. Its packages sold for five cents each against bunched carrots ranging in price from a penny a bunch to two bunches for five cents. Dealers doubted that the higher price could be obtained, but from the very start a substantial number of housewives showed their preference for the sanitary package. To date, the company has expanded its shipments up and down the entire Pacific Coast and nationwide distribution is reported to be upon the immediate horizon.

Pliofilm bags by Milprint, Inc.; material by The Goodyear Tire & Rubber Co., Inc. Machines, Simplex Wrapping Machine Co.





To Meyer & Lange

The tendency in can label design, in recent years, has been to consider display values and the provision of actual information about the package contents as paramount. For this reason, sheer artistry and eye appeal have frequently been neglected by a number of manufacturers.

The new labels adopted by Meyer & Lange contrast sharply with this former trend. As applied to such delicacies as crepes suzette, cocktail biscuits and babas with rum, these labels serve to identify the product as far out of the ordinary run of canned goods—as something special and exquisite, worthy of selection by any hostess when she desires to set a particularly impressive table.

The crepes suzette label is made by a newly developed process involving multi-color printing on metal foil. Through this patented process, the labels achieve unusual light-reflecting qualities and translucent effects and the metallic texture of the foil is preserved to show through the colored inks.

The patented process, as utilized on the Meyer & Lange labels, calls for the use of tones of green, blue, purple, copper and black inks on the aluminum foil which provides an additional color within the printed panels and a background frame for the printed sections. Contrary to usual practice in the canning field, the labels have been designed primarily for their decorative effect, with descriptive copy and other wording held to restricted space on a minor portion of the total label area. Thus the consumer is encouraged to appreciate the beauty of the labels and to re-utilize the containers as household storage cans or for other re-use purposes.

Fine lithography has been utilized for the petits babas and Mandarin cocktail biscuit labels. One utilizes a stylized panorama of French courtiers, while the other ties illustration in with the product name by utilizing a central panel carrying a full-color reproduction of a Chinese Mandarin in brocaded silk gown. Side panels of this last container carry on the theme with the utilization of a delicate reverse drawing of dragons.

All three products are sold through fine food and specialty stores and are designed for a relatively limited market. Within the limits of that market, sales have proved phenomenal and a virtually complete distribution—within the selected group of stores—has been achieved within a short period.

*Credit: Labels for crepes suzette cans by Cameo Die & Label Co.
Labels for petits babas and Mandarin cocktail biscuit cans by
Crocker-Union. Cans for Mandarin biscuits, National Can Corp.*





To American Wine Co.

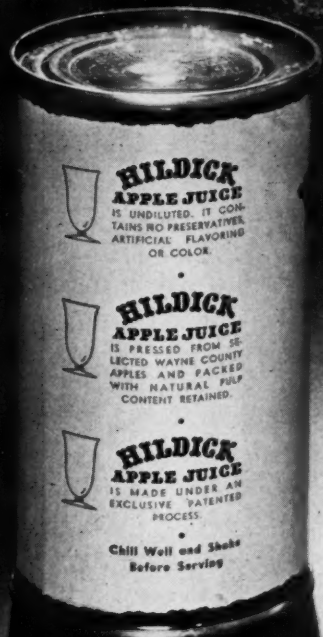
As American as the wines themselves are the labels for these American wines and champagnes. They represent a redesign project initiated in the fall of 1937. Careful research and painstaking effort produced the end result in the labels and wraps which have now reached the market.

The company's purpose was to secure the creation of a series of labels and capsules which would present, in the most legible way, brand and type and company name, which would look dignified without imitating foreign labels and which would utilize certain specific types of lettering. The resultant packages demonstrate the care which has been lavished upon their design. The labels are extremely attractive, yet lack nothing in practicability or legibility. They are readily acceptable by the tradition-minded consumer, yet possess a modern feeling and good display value considered essential in view of the boldness of many of the designs of competitive packages to be met on the shelves of the average retail wine and liquor store.

Capsules on the still wines have been matched with the colors used on the labels to designate each type of wine and a special cellulose wrapper has been created utilizing the company's trade mark reproduced in a random pattern in gold inks. Designed with the holiday trade particularly in mind, this wrapper has nonetheless been so planned as to permit all year 'round usage. The transparent cellulose used on the still wines were selected particularly to permit visibility of the steel engraved labels which represent, of course, the central point of interest on each package.

The packages were reported to have received unusually favorable comments from both wine dealers and consumers and the company's sales have reflected the package change in a most satisfactory manner.

Credit: Designed by Lucian Bernhard. Champagne labels, Woodward & Tiernan Printing Co. Wine labels, Will Ecker & Co. Bottles, Owens-Illinois Glass Co. Cartons, Gaylord Container Corp. Closures, Cork Import Corp. Wrappers, The Dobeckmun Co. Tin foil, Johnston Tin Foil & Metal Co. Capsules, Reynolds Metals Co., Inc.



**HILDICK
APPLE JUICE**
IS UNDILUTED. IT CON-
TAINS NO PRESERVATIVES,
ARTIFICIAL FLAVORING
OR COLOR.

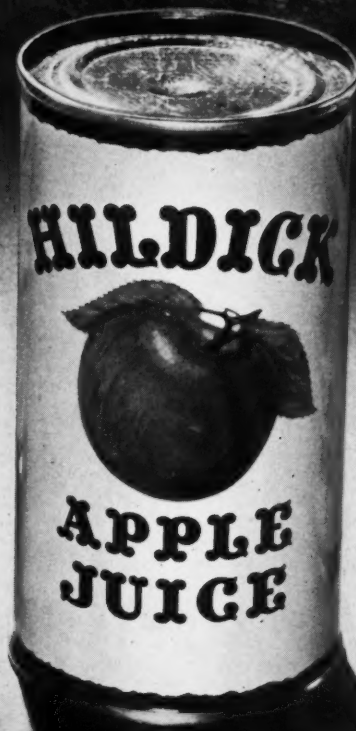


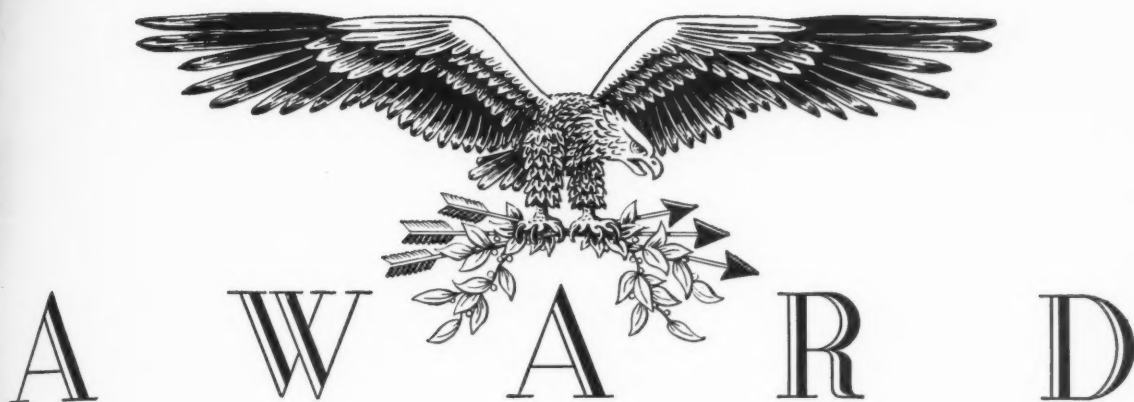
**HILDICK
APPLE JUICE**
IS PRESSED FROM SE-
LECTED WAYNE COUNTY
APPLES AND PACKED
WITH NATURAL PULP
CONTENT RETAINED.



**HILDICK
APPLE JUICE**
IS MADE UNDER AN
EXCLUSIVE PATENTED
PROCESS.

Chill Well and Shake
Before Serving





To Walter H. Hildick Co., Inc.

The sponsors of this new package had developed a new product. Canned by a special process, before the juice oxidizes, the color of the product is different from that of any other apple juice on the market.

In developing its labels, the company therefore sought a design that it felt would express the purity of the product. The color of the label background was chosen for two reasons—first, because it approximates the color of the product itself and, secondly, for its brightness. No attempt was made to overdress the package. Rather, the very opposite effect was sought. The labels utilize a picture of a single apple, reproduced in full color, against a cream-colored background, with copy restricted to the wording of the product name.

In tests which displayed the new labels against competitive brands, the new design registered most quickly in consumers' minds and its impression was best remembered. Both dealer and consumer reactions to the product and package have borne out the results indicated by these preliminary tests. Introduced upon the market in October of 1940, a substantial distribution, in the best grade of outlets, is reported to have been achieved with sales increasing at an accelerated pace. Such sales once again demonstrate that novelty—in packaging as in other fields—often aids sales. Here the novel element is found in the simplicity of the labels for a type of product usually provided with an elaborate label. Contrast makes the Hildick package stand out on any store's shelves and contrast, in the highly competitive modern grocery market, is the key to impulse sales. Since a new product, such as this, must depend upon impulse sales to secure initial consumer distribution, the Hildick move for novelty was obviously a well calculated one.

*Credit: Designed by Georges Wilmet. Labels,
Muirson Label Co., Inc. Cans, American Can Co.*





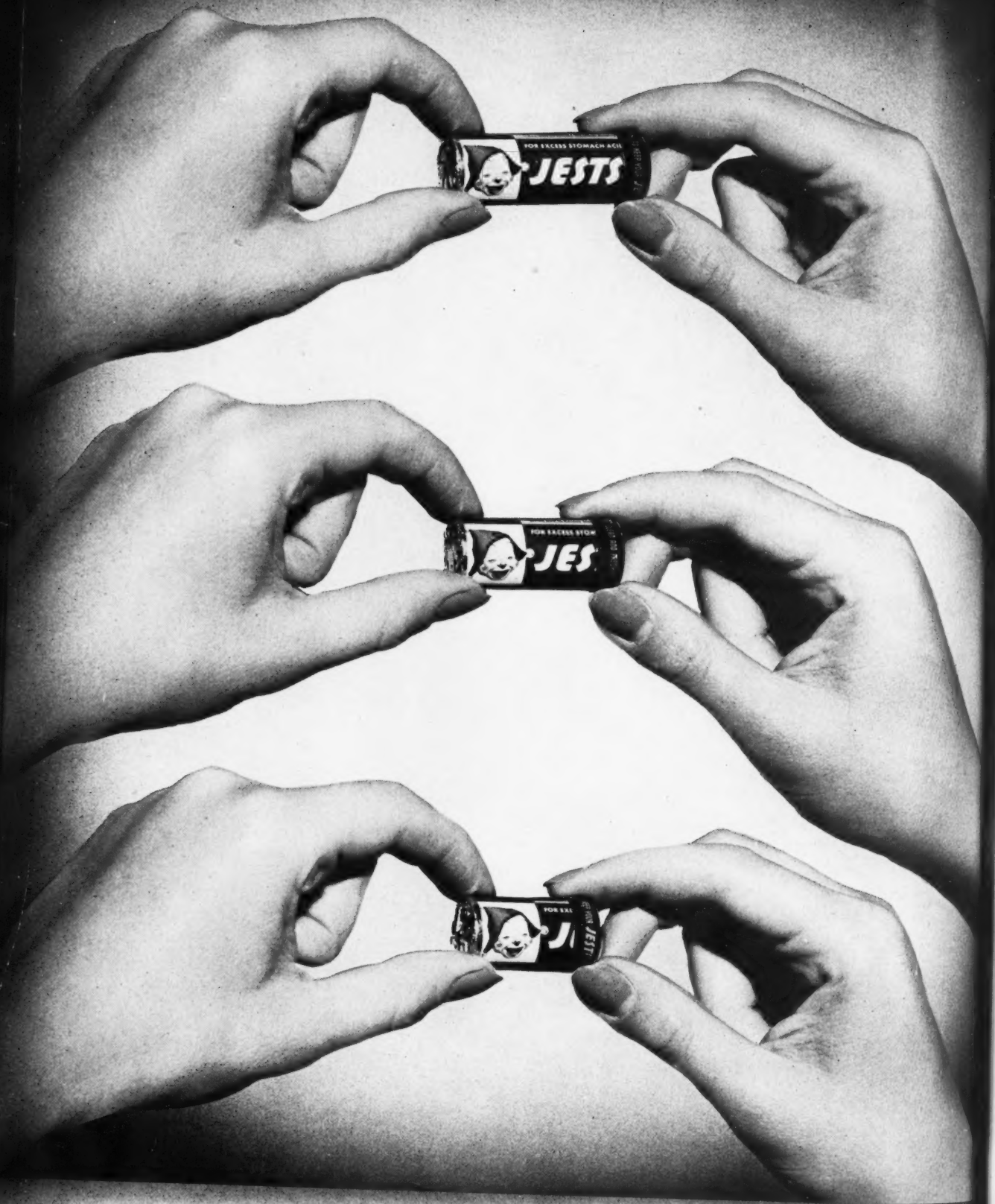
To Shu-Milk Products Corp.

When people list the great inventions of history, they usually select the expansive and spectacular things—the telephone, the airplane, the printing press, the automobile. In terms of sheer human convenience, however, many great inventions prove to be smaller things, such as closures, which affect millions of people and which pass virtually unnoticed. Such a device is the one recently adopted by Shu-Milk Products Corp.—a new closure for shoe cleaner bottles that permits the application of the product, in controlled quantities, to any desired point on the shoe, eliminating the muss and fuss which formerly accompanied the cleaning operation.

Topping the bottle of white shoe cleaner is a single-shell screw cap, through the top of which protrudes a rubber attachment. The tip of this rubber section is, in turn, covered with a fibrous material that acts as the applicator and takes the place of the sponge formerly utilized. Passages in the rubber applicator are so constructed as to remain closed until the device is bent forward or backward in the process of brushing the shoe. This bending opens the passages and permits a small quantity of the fluid to flow onto the shoe. It is immediately spread evenly over the shoe by the fibrous applicator tip. Thus shoes can be quickly and easily cleaned without the necessity of the hands coming into direct contact with the cleaning fluid at any time.

While no direct comparison of sales is available, the new closure is reported, by the company, to be playing a major part in inducing dealers to stock the product and to be affecting both original sales and re-sales to consumers.

Credit: Designed by E. L. Hollenbeck and J. W. Lucas. Closures, J. L. Prescott Co. Bottles, Anchor Hocking Glass Corp. Labels, National Color Printing Co. Carton boxboard, Lowe Paper Co. Filling and labeling machines, Pneumatic Scale Corp., Ltd.



A W A R D

To Jests, Inc.

The roll form of package for tablets has long been accepted as one of the most convenient from the consumer's point of view and one of the most economical from the manufacturer's viewpoint. Yet the makers of Jests felt that this traditional package had one weak point in that, when carried in pocket or purse after opening, the remaining portion of the product was open to contamination from tobacco, pocket dust, powder, etc.

To make sure that all tablets, including the top one, would be protected, a slip-cover cap, engaging frictionally onto the roll of tablets, was devised. This serves to protect the top tablet, at all times, from such dirt. The cap is very easy to remove and replace. Lined with a wax paper liner, there is no contact between the top tablet and the metal of the cap. To avoid all waste, a hole is punched in the top of the cap so that the very last tablet can be easily pushed out.

Displays and other promotional efforts emphasize the protective cap and this little device has become one of the main selling features of the product. A very substantial proportion of the appeal and consumer interest developed by the product is ascribed to the convenience in use provided by the cap.



Credit: Designed by Lucian Bernhard, and B. Dexter Freeman of the Jos. Katz Co. Protective caps, Ferdinand Gulmann & Co. Labels, Gamse Lithographing Co., Inc. Aluminum foil, Standard Rolling Mills., Inc. Display counter cartons, Lord Baltimore Press. Packing machinery, Arthur Colton Co.





To Borden's Farm Products

Division of the Borden Co.

Housewives of New York City—and many another American community—may have noticed recent changes in the shape, weight and structure of their milk bottles and milk bottle closures. But few know the story of the intensive research and the inventive efforts which are being constantly applied to improving the sanitary features and the household convenience of this the most familiar of all packages.

One such improvement is represented by the unique aluminum foil closure recently adopted by the Borden company to meet the increasingly stringent New York City Board of Health requirements. This Board, in 1940, required the use of lip-covering type bottle caps on all milk containers.

To meet this situation, Borden's replaced its former containers with a redesigned bottle having a top or closure finish especially shaped to accept an aluminum foil cap. Specially designed machinery forms and clips the caps onto the bottles immediately after they are filled. And the caps are so planned as to permit easy removal by unscrewing, just as one would remove the ordinary type of screw cap from a conventional store-bought bottle. This serves the housewife in facilitating re-closure.

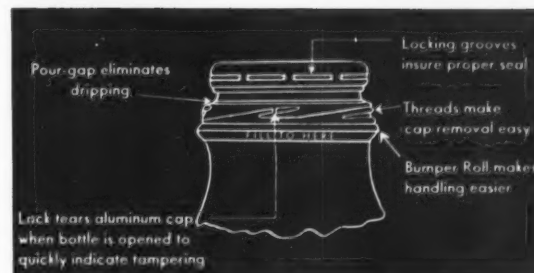
To protect the consumer against tampering and the substitution of lower quality milk, a special feature, in the form of a small lug or lock, is also formed into each cap.

The glassware itself is 5 oz., or 25 per cent, lighter than the conventional old-type bottle. It is, therefore, much easier to handle. It is 10 per cent shorter than the bottle previously used and so takes up less space in the refrigerator. A slight ridge, or "pour-cap" around the inner surface of the bottle mouth,

minimizes dripping or gurgling when milk is poured. A bumper roll gives added strength to the bottles and facilitates handling.

From the standpoint of the milk distributor, the new bottle represents a saving in bottle costs, since less material is required in the manufacture of the glassware. The fact that the containers are lighter in weight effects a reduction in the weight of the delivery truck loads. The mouth of the new bottle is smaller than that of the old type, thus permitting a saving in sealing cost up to about 40 per cent.

Credit: Aluminum foil caps and capping machines, Aluminum Seal Co. Bottles, Owens-Illinois Glass Co.







To Sears, Roebuck and Co.

Auger bits are delicate tools, the sharp edges of which must be protected both in shipment and against handling prior to sale. Yet they are available in such a variety of types and sizes that it is essential that the consumer be able to examine the bits to make certain that exactly the desired type is purchased.

Sears, Roebuck and Co. formerly packaged its vanadium and chromium plated bits in paper containers or wooden boxes. While these afforded adequate protection in shipment, they possessed no display value and the product had to be handled by the consumer and the dealer for purposes of identification and examination. Such handling wasted the dealer's time, frequently resulted in damaging the tools and facilitated substitution.

To overcome all these difficulties and to secure a package that would display the product under ideal circumstances, the company turned to the use of two-piece transparent capsules. In these new containers, every part of the tool can be seen at a glance without opening the package. The trade name and legend are printed directly on the capsule, eliminating a labeling operation. The capsules are unbreakable and may be subjected to rough handling. They may be attractively arranged on display and are particularly well suited for re-use in the home workshop.

Sales, the company reports, have increased materially since the new packages were introduced a year ago. Many purchasers have found it convenient to keep their bits in these containers to prevent their becoming damaged while stored in tool chests or workroom cabinets. This after-use feature, and the ease of identification which it affords the consumer in after-use, has in itself proved to be a major incentive to sales.

Credit: Designed by B. P. Edwards. Cellulose capsules, Cellu-plastic Corp.





To McKesson & Robbins, Inc.

This award has been allotted in recognition of both the design and the construction of this group of cosmetic set boxes. From the viewpoint of the designer, each box represents a true, functional solution of a display and presentation problem. From the viewpoint of the merchandiser—and the gift recipient—each has been so constructed as to withstand all the hazards of continued store display and store handling, despite which it will reach the consumer in good condition. The importance of such construction is all the better appreciated when one is familiar with the complaints of storekeepers who resent the shoddy character of much of the holiday merchandise offered to them.

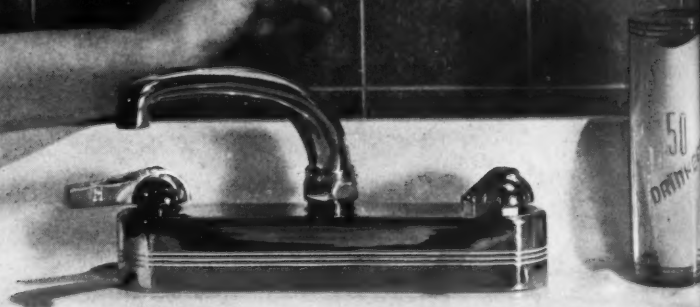
Each of the boxes, holding from two to as many as five of the Lucretia Vanderbilt items, was designed for gift presentation. Hence display values were deemed to play a major part in encouraging sales during the busy holiday season.

For this reason, the company utilized set-up boxboard bases with fabric covered platform receptacles for the individual items. Each base was fitted with an oval transparent hood permitting a view of the products from every angle through the side walls and the top of the hood. The attractiveness of these transparent hoods was increased by defining their edges with printing in gold. This printing was applied directly to the transparent sheet.

Particularly noteworthy is the sturdiness of these containers appearing in a field where all too many containers have suffered from the use of too light a weight of transparent material.

The sets are reported to have achieved a substantial sales increase over previous years for Lucretia Vanderbilt toiletries through the recently ended holiday season.

Credit: Designed by Robert Neubauer. Set-up boxes and transparent covers, F. N. Burl Co., Inc. Transparent acetate sheeting, Eastman Kodak Co. Papers, Hampden Glazed Paper & Card Co. Foils, Keller-Dorian Paper Co., Inc. Paperboard, United Paper Board Co. Bottles, Owens-Illinois Glass Co. Closures, Coll's Patent Fire Arms Mfg. Co. Compacts and lipstick holders, Scovill Manufacturing Co. Tin dusting powder boxes, Bridgeport Metal Goods Mfg. Co. and Continental Can Co., Inc.





To Connecticut Paper Products, Inc.

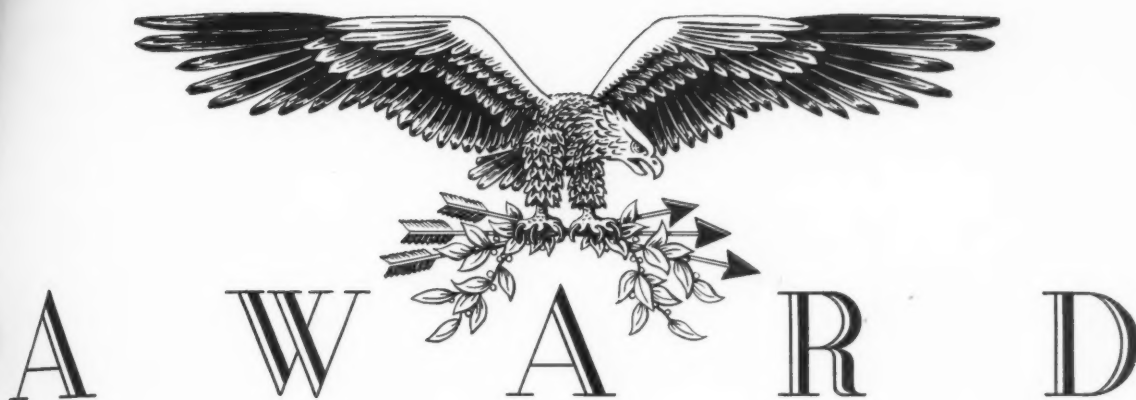
Paper cups have been long accepted for use in public places and at office drinking fountains. Fairly elaborate metal and glass fixtures are here used to dispense cups one at a time and to maintain sanitation in the reservoir prior to use. Such dispensers have proved too expensive for home distribution—in most cases—and the paper drinking cup has, therefore, received but a limited distribution in what might otherwise prove one of its major markets.

Now a new inexpensive transparent container-dispenser has been developed to overcome this former bar to home distribution. The container is formed of a glistening cylinder of transparent acetate sheet. A printed paper disc forms the top of the container and is equipped with a cord, permitting the unit to be hung from any convenient hook in kitchen or bathroom. The base of the container has a removable paper disc which preserves sanitation until the cups are to be used. Once removed, the cups slide into dispensing position and may be withdrawn, one at a time, by the user.

Although placed on the market late in October of 1940, the item has already won a wide distribution and an increasing sale. Dealers reported an enthusiastic consumer acceptance for the new containers, particularly notable during the recent influenza outbreaks when the public mind was conditioned more than ever to appreciate the sanitation afforded by this new container. Re-fills for the container come in printed cardboard cartons and may be easily inserted into the dispensing unit. Thus the need for a home dispenser for drinking cups has been adequately filled by this suitable, easily used, sturdy dispenser which insures sterility of the product and permits of sale at low unit costs.

Credit: Transparent container fabricated by Shaw Paper Box Co. Transparent sheeting, Monsanto Chemical Co. Re-fill cartons, Folding Boxes, Inc. Plastic hanging cord, Freyberg Bros., Inc. Transparent container fabricating machine, E. L. Hurlbut.





To John Bradshaw Co.

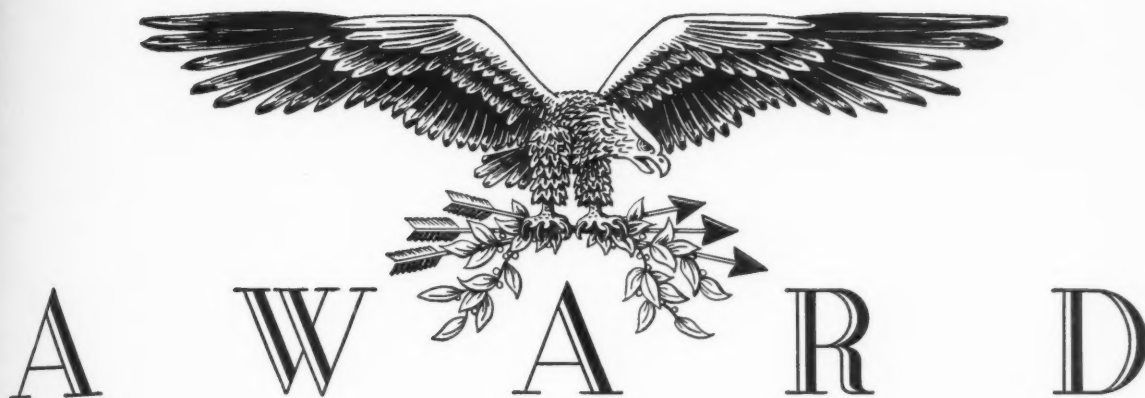
In the intensely competitive cosmetic and toiletry fields, a newcomer has blazed a comet-like trail of sales success during the last year with a series of wooden containers reproducing old New England characters and household accessories. The creation of novelty packages in this field is not, in itself, a novelty. Figurines of glass, plaster, plastics and other materials have been appearing upon the market in increasing numbers during the last few years and have, in fact, always played some part in this field. All-America honors, however, come to the Bradshaw packages because they represent a uniquely well-planned and well-considered effort along these lines and because their tastefulness and planning have won for them a nationwide distribution and a great volume of sales in a phenomenally short time.

Turned in the company's own plant, these wooden containers are unusually attractive and their appearance belies their low cost. The line was first introduced in March of 1940, and it was thought, at the time, that the products would find their sales principally as holiday items. They were, however, immediately accepted for sale by a number of stores and volume was built up during the spring and summer to a point where all concerned—retailers as well as manufacturer—realized that here was an all-year-round group of products. From then on, the company has been faced more with production problems than with problems of achieving sales.

Within the first eight months, over 400,000 of these containers were sold to retailers with an expenditure of only \$3,000 in advertising. The fact that the entire line was treated in maple apparently lent itself to window and counter display and the company has found its clients willing and anxious to accord far more and far better display space to these products than is usually accorded to any individual manufacturer's line, particularly to any new line.

Credit: Designed by D. Frank Ryan. Bottles, Hazel-Atlas Glass Co. Labels, Dennison Manufacturing Co. Closures, Armstrong Cork Co. Set-up boxes, Scott & McDonald, Inc. and Dennison Manufacturing Co. Shipping cartons, The Hinde & Dauch Paper Co.





To The Wisley Co.

This company desired to create a holiday gift package for its hosiery which would differ from anything previously placed upon the market and which would exceed in appeal the very successful packages it had itself used for three previous years.

The requirements called for a container that would not be a "box" in the sense of the usual fancy gift box. Yet, at the same time, it was demanded that the package be a practical and a logical one in which to gift pack hosiery. The solution was found in a round metal container which ties in—in a most dignified way—with the current interest in American historical and patriotic subjects. The metal construction of the package was also felt to provide greater permanence and an obvious after-use impression.

On the cover of the drum-shaped box a map of the Western Hemisphere has been reproduced in bas relief and treated in gold on a cream-white background. The panels surrounding the side walls of the box contain a whole series of representative illustrations of American historical lore. Included among these illustrations are reproductions of the Liberty Bell, "Old Ironsides," the Capitol, the Great Seal of the United States and portraits of George Washington and Abraham Lincoln.

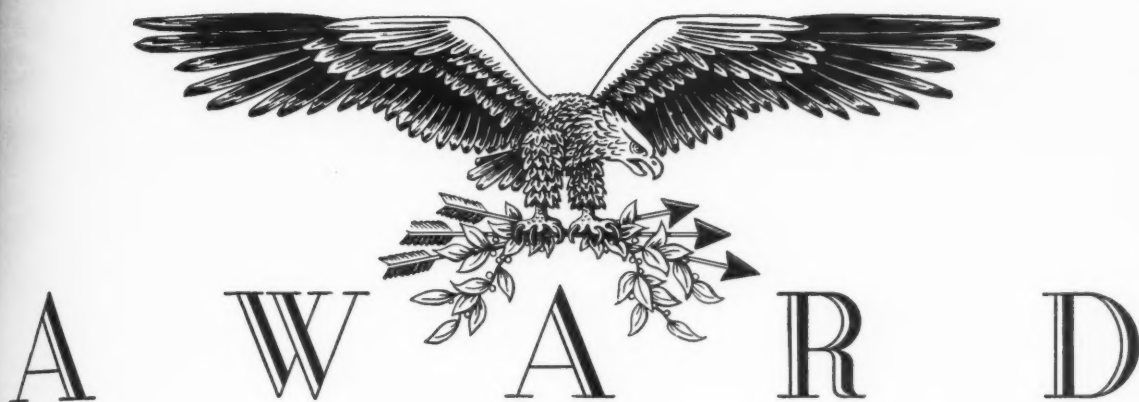
A round, white knob at the center of the lid facilitates removal of the cover. To avoid the objectionable "rolling" of the stockings which is normally necessary in order to pack them in a round container, a die-cut cardboard insert is employed, fitting inside of the box and forming a square area into which the hosiery is folded. This platform can be removed by the consumer when the container is to be re-used in the home.

The package was offered for sale through the company's stores and through employees during December of 1940. Each unit consisted of three pairs of \$1.00 hosiery which, with the chest included, sold for the price of the hosiery alone. At a season when hosiery sales are not normally expected to run high, the company netted a hosiery business equal to 19 per cent of the year's total volume. The sales increase is credited by the firm almost entirely to the container itself. To emphasize the uniqueness of the package and the special effort which had gone into its creation, each container carried an insert describing the unit as one of a limited number available for gift purposes.

Credit: Designed by Fred A. Krause. Boxes, The S. K. Smith Co.



For Mr. A. Jones
there's treasure within
and here's the key.



To A. Overholt & Co.

Division of National Distillers Products Corp.

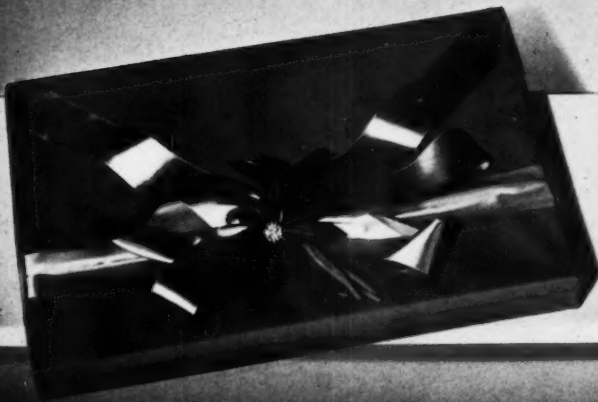
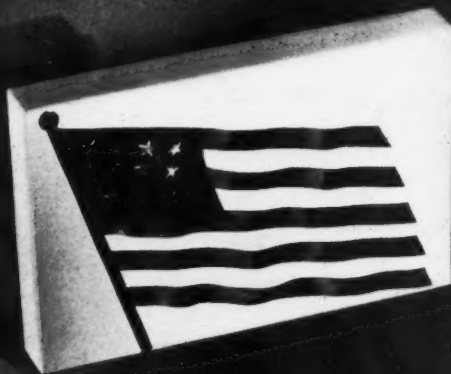
From special reserves laid down in 1932 and 1933, A. Overholt & Co. had accumulated some rare old rye whiskey. At first, only a private distribution was contemplated, but, when stocks were found to be sufficient for a limited public offer, the decision was made to merchandise the product in a different and unique manner befitting its rarity.

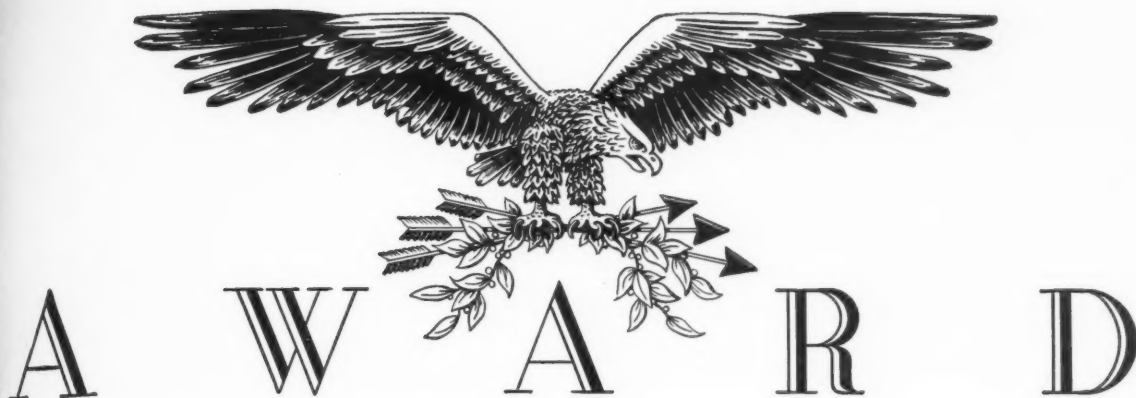
Looking upon the whiskey as a veritable treasure, it seemed but logical to package it in a treasure chest and thus to carry the idea of its rarity and value to every lucky gift recipient for whom the whiskey might be chosen. To this end, the box was designed to simulate the old treasure chest made famous in the history of Captain Kidd, Sir Henry Morgan and the other notorious pirates of the Spanish Main. This involved the solution of a number of problems in creating the desired antique effect on the chest and in developing a suitable locking device.

The treasure chest theme was carried all the way through the package design job. The bottle label was made of a special hand-pressed stock and its copy explains that this whiskey is different from the regular stock. Each bottle was individually numbered and the individual proof of each lot of whiskey was stamped on every label. A facsimile signature of Col. Thomas F. Brown, the company's vice president in charge of production, attesting to the above facts, appeared on the bottom of each label. Within the cover of the box was an embossed parchment scroll giving the history of the whiskey and the reason for the numbering of each bottle. For display purposes, shredded cellulose of a gold color was placed on the bottom of the box so that dealers could display the containers open as well as closed. The outside of the box was provided with an individual gift card where, below the donor's signature, appeared the phrase "There is treasure within and here's the key." This card was placed in an envelope provided for the purpose to which was attached the key to the chest.

While the care lavished upon this container was consciously applied to a promotion for a limited quantity of merchandise and while the company therefore had no thought of building for repeat sales, the effort was deemed most profitable in terms of immediate sales achieved and even more so in terms of the goodwill built among dealers and consumers for the Overholt name.

Credit: Designed by National Distillers Products Corp. Bottles, Owens-Illinois Glass Co. Labels, Consolidated Lithographing Corp. Boxes, National Advertising Products Corp. Crepe wadding, Kimberly-Clark Corp. Corks, Armstrong Cork Co. Viscose bands, Celon Co. Filler, Horiz Manufacturing Co. Labeler, Economic Machinery Co. Corker, U. S. Bottlers Machinery Co.





To Mary Lull

Success stories about women in business are no novelty these days, but the story of Mary Lull is not just a woman's story—it's a tale of success won in a new field where even men have never before pioneered.

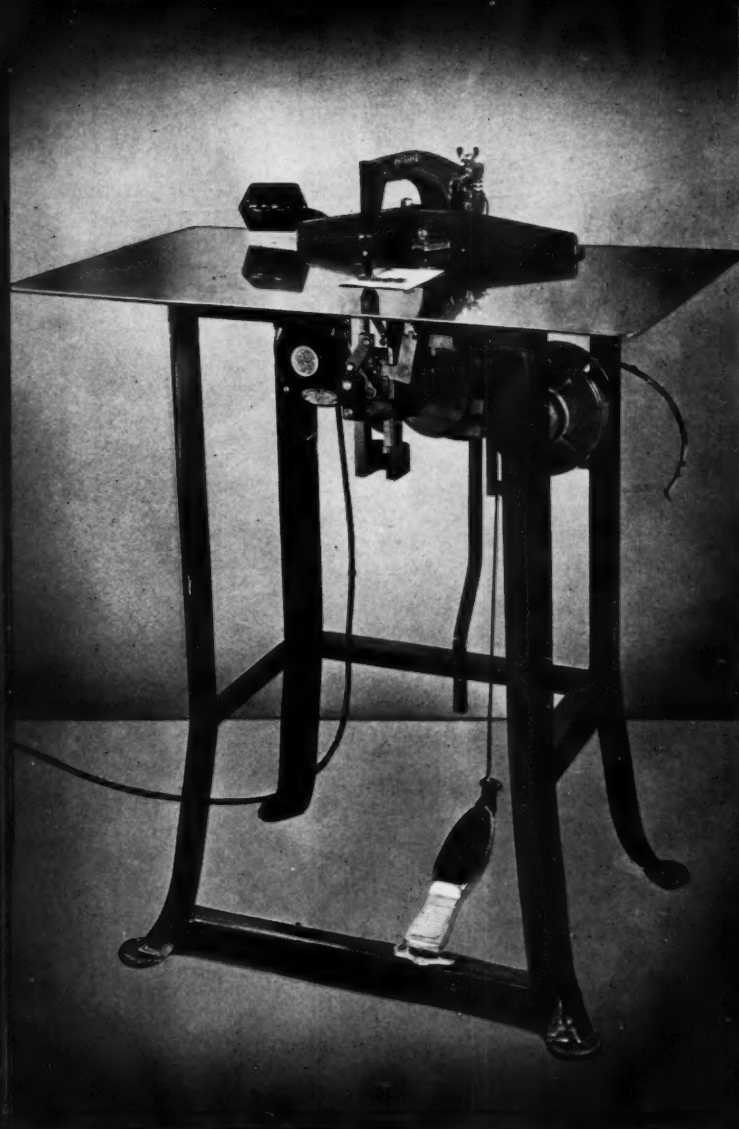
A few years ago Miss Lull decided that gift wrapping might well be taken out of the home and brought into the department store on a professional, commercialized basis. Between the decision on her part, however, and the actual introduction of such departments into the stores lay a whole series of battles, arguments and demonstrations before retail executives. Each year for the last three years Miss Lull has won an increasing number of these battles and her Mary Lull Gift Wrap Service now operates such departments in a number of leading stores throughout the country.

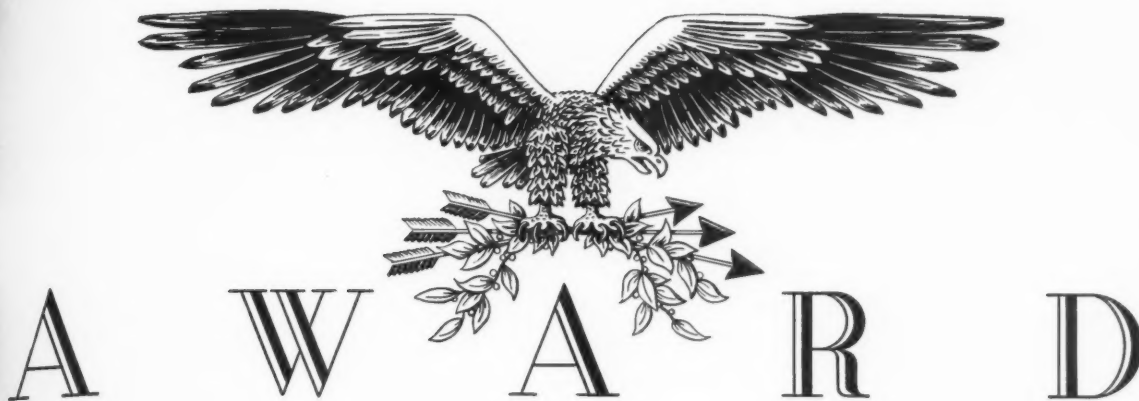
Gift wrapping reaches peaks during certain seasons of the year, such as Christmas, Easter, Thanksgiving and other holiday times, but when functioning properly, such departments can operate with plenty of business throughout the entire year. Birthdays, anniversaries and other occasions of remembrance tend to make people gift-minded.

The winner of the award contends that there is definite hook-up between fashion trends and package styling. The public becomes accustomed to the colors and feeling that creep into fashions. With that in mind, packages are designed to tie-in with popular merchandise. In other words, gift wrappings can "cash in" on the promotion of certain trends and fads to which the public has been educated by the retail trade in general. Packages are also keyed to the merchandise of the department in which they are sold; for example, pink elephants for liquor departments. The type of person for whom the gift is intended also governs the selection of the wrapping and styling.

Miss Lull's packages demonstrate the possibilities available to all package users—retailers and manufacturers alike—to achieve novel and attractive efforts. Through the ingenious use of simple materials, by the clever choice of colors and textures and by the application of novel decorative highlights, these packages have been provided with a unique appeal and yet are produced at costs permitting their retail sale at substantial profits for all concerned.

*Credit: Ribbons, W. E. R. Ribbons, Inc. Papers, Louis Dejonge & Co.,
Wyomissing Glazed Paper Co., Hazen Paper Co., Marvellum Paper Co.*





To B. Shwanda & Sons

The passage of the Wages and Hours Act nowhere caused dislocations as acute as those experienced by the button industry. Here homework, once common, was now prohibited. Minimum wage requirements and the limitation upon hours of work placed a prohibitive cost upon the traditional method of sewing buttons onto sales and display cards.

At this juncture, B. Shwanda & Sons adopted a newly developed machine—a modification of the familiar stapling machine widely in use throughout the packaging industries. The new machine has made possible the application of buttons at a rate three times as fast as that achieved by the best operators working under former methods and it has provided a corresponding reduction in cost that has placed this company in a favorable competitive position. The first machine, installed at the Schwanda plant on April 1, 1940, has since been followed by numerous others and similar machines have been installed in plants throughout the industry.

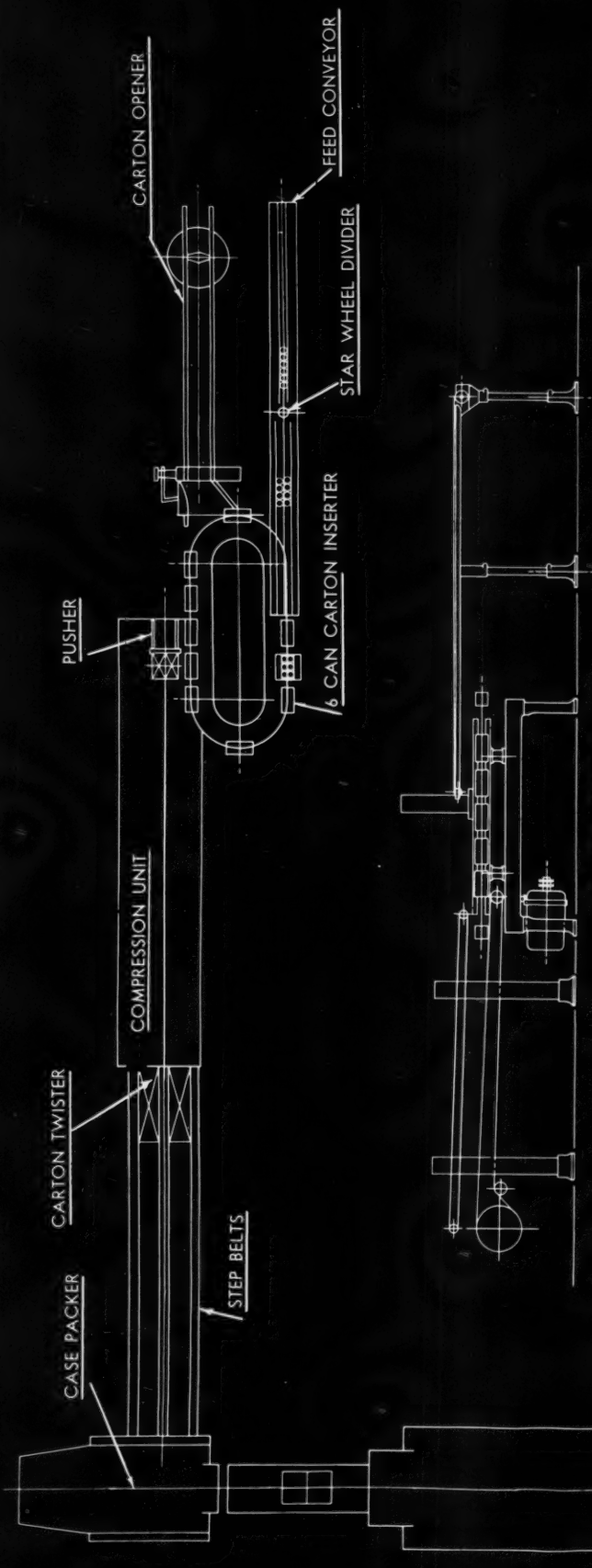
The construction of the machine permits the operator to get a full view of the work at all times, thus insuring accuracy in the placing of the buttons upon the cards. It is interesting to note that the machine is so constructed that a single pressure of the operator's foot causes the unit to perform six distinct operations: gives the exact measurement of wire,

feeds wire into head, cuts wire, forms wire into staple, drives staple into work, clinches legs of staple.

The new method of attachment not only lowers cost and raises production speeds, but it also provides advantages to the consumer in that each button is individually attached to the card and may therefore be individually removed. By the old method, all buttons were attached by a single continuous thread and, once that thread was broken, buttons frequently became detached from the card before such detachment was desired by the user.

Credit: Machine, Bostitch, Inc.







To Pabst Brewing Co.

This award has been allotted to the Pabst Brewing Co. in recognition of the advance in packaging techniques represented by the new machinery lines recently installed at the Pabst plant. About a year ago, the company conceived the idea of packing six cans of their Blue Ribbon Beer into a handy container which would appeal to the home consumer of beer. It was hoped to achieve an increased sale for this product by making it convenient for the consumer to purchase cans in units of six. At the same time, it was realized that if these units were properly designed for easy stacking and easy handling, dealer influence would be put behind them and thus the sale of the product would be further accelerated.

To this end, specialized equipment has been developed and installed. A carton opener takes the small flat cartons as they are received from the manufacturer, opens them and inserts them into traveling pockets on an inserting and gluing machine. This unit, in turn, assembles the load for each carton and then glues the top and bottom flaps. The cartons are then injected into a compression unit where pressure is exerted upon the flaps until the adhesive has formed its bond. The result is a perfectly squared-up package, firmly sealed at top and bottom.

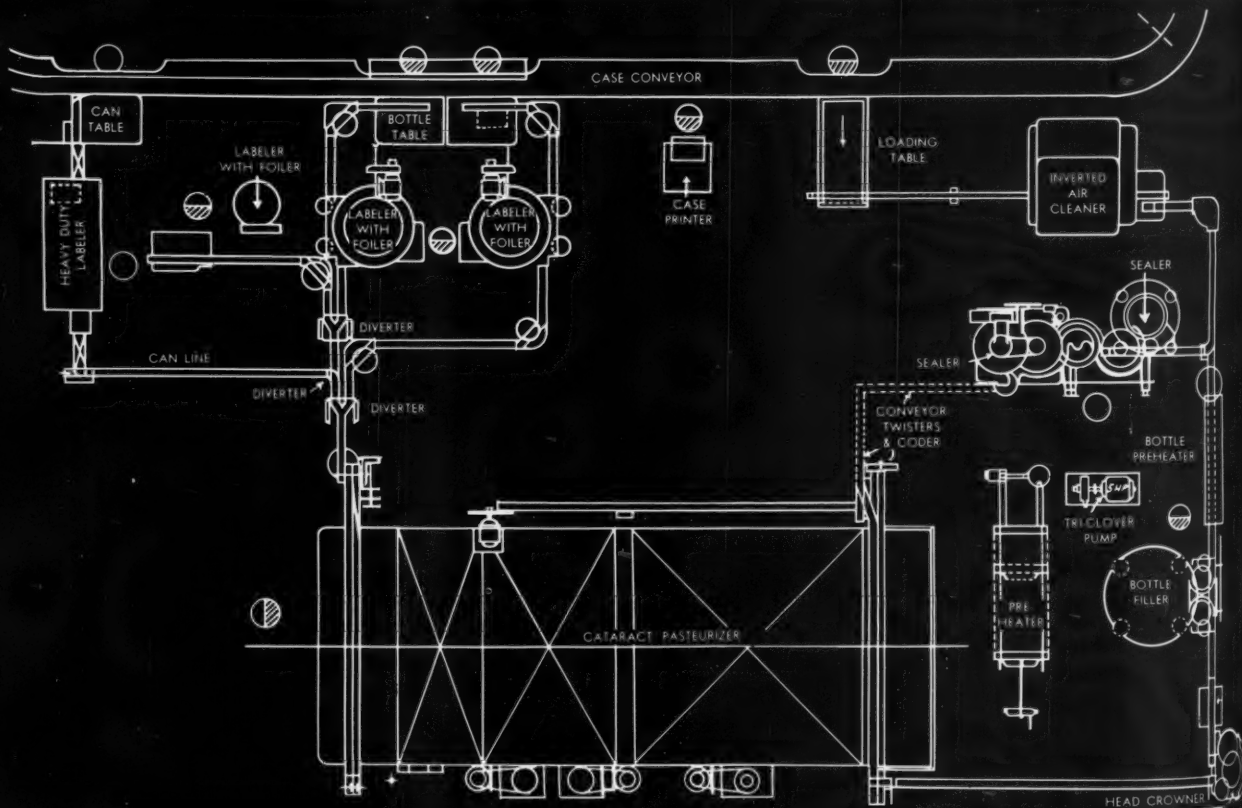
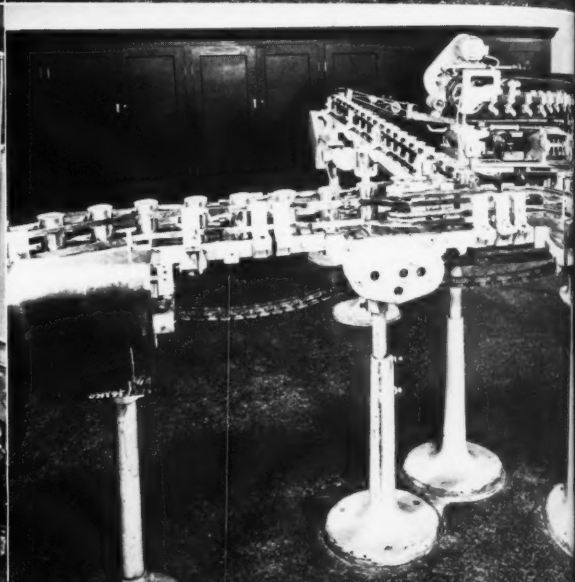
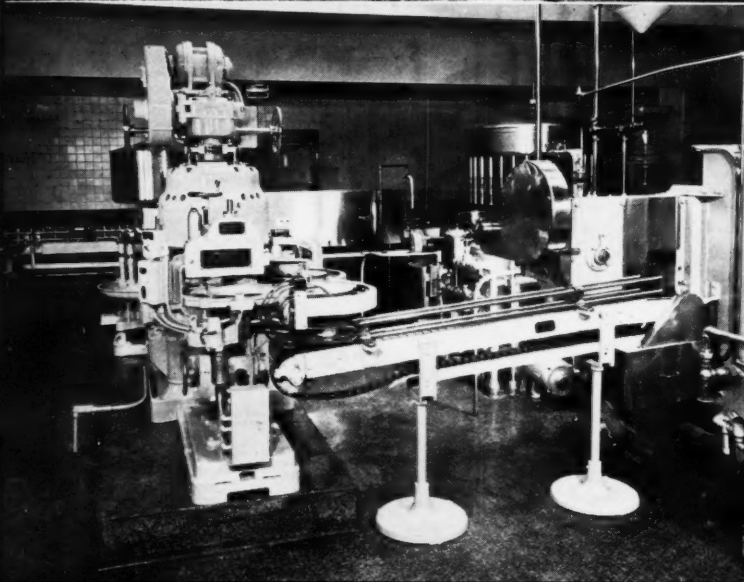
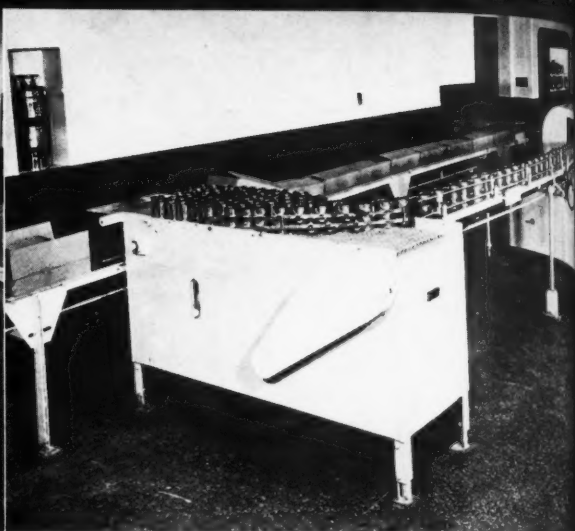
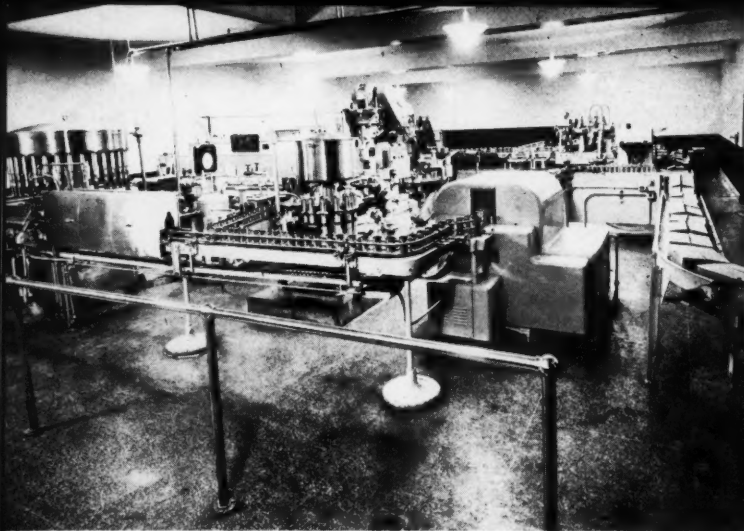
When the cartons containing the cans of beer emerge from the compression or sealing unit, they are delivered on a belt which carries them to a container packing machine. The operator here places a shipping container over a funnel and as the load has been accumulated, a pusher device moves the cartons forward through the funnel and into the shipping container.

It is the Pabst Brewing Company's policy to pack these cartons in two sizes of shipping containers. One holds four such cartons in a single tier. The other holds eight cartons in two layers. To change over from one type of shipping container to another requires no adjustment of the packing machine. The operator, when working on the larger containers, merely holds the container in place while the accumulator and pusher mechanism proceed through two cycles of operation.

The filled shipping containers are carried by conveyor from the packer to an automatic top and bottom gluing machine, where glue is applied to all shipping container flaps simultaneously. The container flaps are then folded into sealing position and the package is delivered to a compression unit from which it emerges ready for shipment.

The consumer carton is attractively designed and so constructed as to permit of the circulation of air through the package. Die-cut holes are provided for this purpose at various points upon the package so that, when placed in a refrigerator, an adequate circulation of cool air takes place. This in turn insures the cooling of the beer in a minimum length of time. This feature is advantageous not only to the consumer, but to the retailer as well, since dealers who prefer to refrigerate their beer may do so without removing the product from the handy, multi-unit carton.

Credit: Carton opener, Pneumatic Scale Corp., Ltd. Can inserter and carton sealer, compression unit, case packer and gluer and sealer, Standard-Knapp Corp. Six-can carton, Hummel & Downing Co. Shipping container, Container Corp. of America. Cans, American Can Co.





To National Grape Corp.

In 1938, the National Grape Corp. commenced a program of modernization and expansion at its plant to create a manufacturing unit which, now completed, is believed to be the most efficient single plant for the production of grape juice in the country.

An important feature of the new packaging installation is the fact that it is designed to handle cans as well as five sizes of bottles.

Cars of empty glass are received at the company's triple track siding in the rear of the plant. Glass is unloaded onto a lightweight portable roller conveyor which connects directly to a drag chain escalator leading into the plant and elevating the cases to warehouse level. Generally speaking, the flow is continuous through the plant and the conveyor system is run at a rate which synchronizes with the production speed in the bottle house. The conveyor terminates in the bottle shop at a unique pack-off table. This unscrambling device is equipped with a tilting table on which the case of empty bottles is inverted and permits one man to handle as many as 160 containers per minute to the air cleaner.

In the air cleaner, the bottles are inverted and subjected to a 60-lb blast of filtered air to remove particles of lint and foreign matter which are sometimes present. From the discharge of the air cleaner, the bottles are conveyed through a preheating hood where they are subjected to a steam-heated atmosphere. The pre-heated bottles are filled with hot juice on a 32-valve gravity type filler.

Immediately following the filling operation, the bottles are capped in an eight-head crowner. This crowner discharges onto a short section of conveyor which carries the bottles into a cataract pasteurizer.

The pasteurizer discharges directly onto the conveyors feeding two automatic labelers and one semi-automatic labeler. The labeled bottles are discharged onto a pack-off table where they are replaced in the cartons by hand and sent to the sealing department. Here the cases are automatically glued and sealed and, at the same time, the full cases are counted and stamped with a code number.

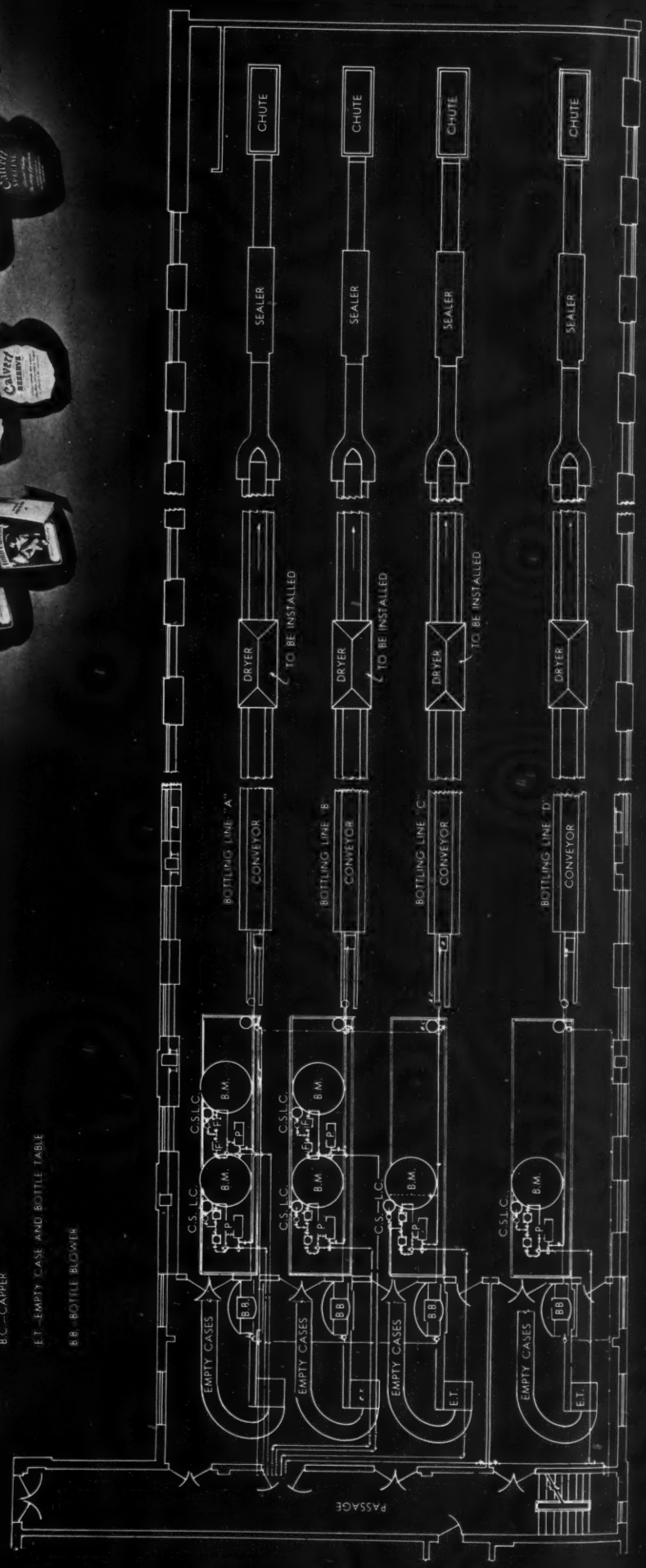
Credit: A more detailed treatment of this plant has appeared in the October 1940 issue of Modern Packaging, pages 85-89, inclusive. Power case conveyors and pack-off tables, Waller Maquire Co., Inc. Air, bottle and can cleaners, Pneumatic Scale Corp., Ltd. Bottle filler, can filler and conveyors for cans and bottles, Horiz Mfg. Co. Eight-head crowner, Liquid Carbonic Corp. Labelers, Economic Machinery Co. Case sealer and can labeler, Standard-Knapp Corp. Can closer and can coder, American Can Co. Carton printer, Ideal Stitcher & Manufacturing Co. Roller conveyor, Rapids Standard Co. Juice pre-heater, Walker-Wallace, Inc. Temperature controls, Taylor Instrument Co. Glass containers, Brockway Glass Co., Inc., and Anchor Hocking Glass Corp. Labels, Muirson Label Co., Inc.





LEGEND

- P—PUMP AND FILTER
- HOSE
- CS—CELLULOSE STRAINER
- LC—LEVER CONTROL TANK
- B.M.—BOTTLE FILLING MACHINE
- D—DUMP TABLE
- B.D.—BOTTLE DISTRIBUTOR
- BC—CAPPER
- ET—EMPTY CASE AND BOTTLE TABLE
- B.B.—BOTTLE BLOWER





To Calvert Distillers Corp.

The recently completed finished goods division of the Louisville Calvert distillery and bottling plant incorporates the latest types of equipment and the packaging department has been designed to provide the highest efficiency of production, plus ideal working conditions and an impressive picture for the many visitors to this plant.

Four high-speed production lines, each capable of producing 120 average packages per minute, are in operation. Packaging begins with a high-speed rotary bottle cleaner which takes the package from the conveyor line and inverts each one individually. A tube enters the inverted bottle and a strong blast of filtered compressed air is released. All carton fibres, particles of loose glass and dust, which may be present in the new package, are thus removed. The package is then returned to its upright position and discharged upon a conveyor.

As the packages leave the cleaner, they are spaced on a chain conveyor and then pass through the 32-head stainless steel filling machine. Leaving the filler, the packages enter automatic, high-speed, screw cappers, especially designed for the new plant. At the discharge end of the cappers are located line dividers which divide the flow of packages into two lines. Each package now passes an illuminated inspection station where defective goods are withdrawn.

One of the most interesting phases of the entire operation is found in the efficiency with which hand operations have been adjusted and coordinated with the complete synchronization of the cleaning, filling and capping equipment. After the capped packages pass the lighted inspection station, operators align them on a conveyor belt, as many as twelve abreast.

At regular intervals a package may be set out of line to act as a marker. Each girl has "her" package, the choice of which is governed by the size of the packages being run, the rate of production and the number of girls working at the table. All labeling operations are done by hand at the specially designed work tables.

Filled cartons are carried from the packing table to the streamlined case-sealing machines where serial numbers, glue and automatic sealing devices complete the packaging process. Although the smoothness of operation has been stressed in the packaging process, it must not be forgotten that this is possible only through complete synchronization and coordination of the conveying system. On the first floor, the receiving department has facilities for unloading four trucks and two railroad cars simultaneously.

An extensive, inter-connected conveyor system reduces case handling to a minimum. The system is very flexible and, as a result, it is possible to meet unusual operational demands. Roller-type conveyors are used for horizontal case handling, while rough-type belting is used for inclined conveying. Variable speed reversible drives are provided wherever it is practical. A central control panel located on the fourth floor permits the operators to supply glassware to the lines in exact accordance with the demands of the filling schedule.

Credit: A more detailed treatment of this plant has appeared in the February, 1941 issue of Modern Packaging, pages 81-85, inclusive. Conveyors, Lamson Corp. Case sealers, J. L. Ferguson Co. Conveyor belt tables, bottle cleaners and fillers, The Karl Kiefer Machine Co. Screw capping machine, Consolidated Packaging Machinery Corp.



- A** BOTTLE WASHING
B BOTTLE DRYING
C FILLING
D CAPPING
E INSPECTION & STORAGE CONVEYOR TABLE
F LABELING
G INSPECTION & STORAGE CONVEYOR TABLE
H WRAPPING
I PACKING CONVEYOR TABLE
J INTERIOR BOX ASSEMBLY TABLE (10 OZ. ONLY)



To Lambert Pharmacal Co.

The new St. Louis plant of this company has been selected for award because of the advanced techniques of bottling and of package handling incorporated therein.

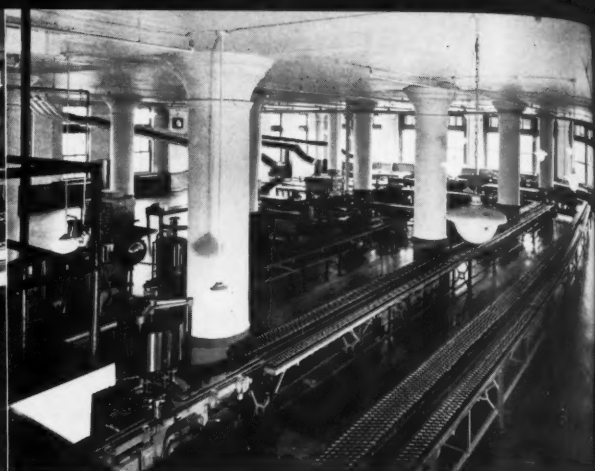
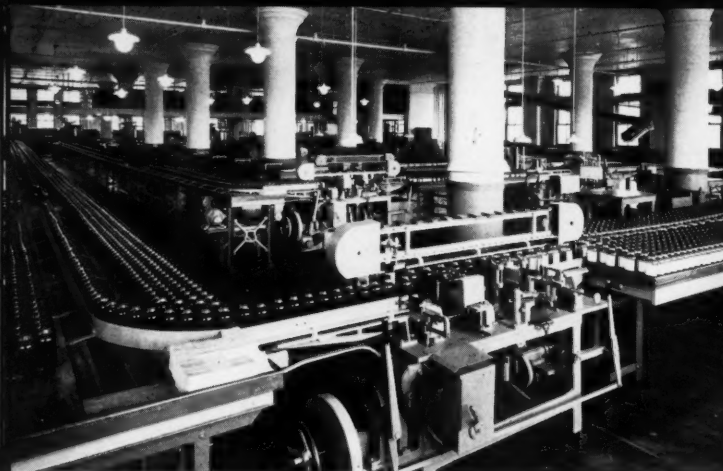
Four sizes of Listerine Antiseptic must be packaged: 14 oz., 7 oz., 3 oz. and 1 1/4 oz. The operations for each size are similar, consisting of bottle washing and drying, filling, capping, inspection, labeling, second inspection, wrapping and packing. The wrapping operation is more complicated on the two larger sizes due to the fact that protective corrugated wraps and discs are included in the wrapping. On the two smaller sizes, special interior boxes are used for added protection instead of individual bottle wrappers. The 3-oz. interior box requires a special assembly table but the 1 1/4-oz. interior box can be assembled at the packing table.

In laying out the department, while maximum efficiency was the primary consideration, appearance was also an important factor. A certain amount of flexibility was also provided for possible future changes in packaging operations.

The bottleneck of each packaging line is the wrapping machine, except in the case of the 3-oz. size when both wrapping machines are in operation. The washing, drying, filling and capping machines are operated as a unit with the discharge onto long inspection and storage tables which not only bring

the bottles to the proper point for the final operations, but also provide sufficient storage space so that the operators running the washing, filling and capping units can fill up one table and then move to another, thus eliminating idle time due to their productive capacity being higher than that of other units. The space on each conveyor was carefully calculated to give a sufficient supply of bottles so that too frequent changes from one size to another would not be necessary. It will be noted that ample space for bottle storage is provided which is adjacent





to both freight elevators and washing units. The bottles are received in corrugated crate substitutes which are broken down and returned to the bottle manufacturer for re-use. Thus all of the storage and necessary trucking and untidiness that go with it are concentrated in one part of the floor.

The labeling and wrapping operations have been laid out perpendicular to the flow of bottles on the conveyors, with each production line ending up in such manner that supplies can be brought in to each machine without interfering with the operation of any other machine. Another result of this layout is that changes can be made on any production line for any size without affecting any other size.

A special feature of the labeling problem is that the labels must be spotted under the lettering on a round bottle. This spotting is done automatically by means of an electrical device actuated by the lettering on the bottle. To be sure that the labeling is done accurately, an operator inspects the labeling and checks the appearance of the bottle and tightness of the cap before the bottle enters the wrapping machine. This is in addition to the original inspection made after the capping operation.

Here, between the labeler and wrapper, the size of the conveyor tables has also been calculated to give a sufficient supply of bottles to keep the wrapping machine running, even though there might be a temporary shut-down in the labeling machine, so that the wrapping machine, which, as stated above, is the bottleneck on each line, will always have a sufficient supply of bottles to avoid any shut-downs due to lack of supply. Another conveyor table has been provided at the end of the wrapper for final inspection, for any other special operation that may be necessary and, finally, for packing into shipping cases.

The product is packed in corrugated shipping cases which are made up on one side and dropped through from the floor above on conveyors which bring them to the packer at shoulder height. The

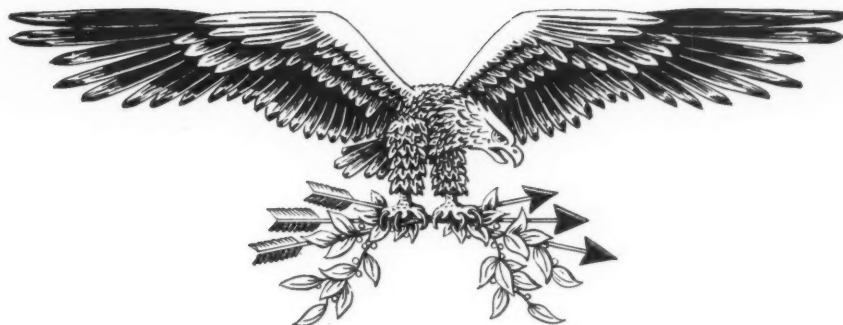
packer takes the case, as needed, from the end of the conveyor, puts in the proper number of bottles, applies glue to the top flaps, turns the box over and pushes it onto the conveyor which carries it on to the Finished Stock Department. The packing operation is so balanced that the packer has ample time to glue the top, thus eliminating the necessity of using a case-sealing machine.

It will be noted that by hanging the conveyors from the ceiling and taking the finished stock conveyors through the floor immediately, where they are also hung from the ceiling, no floor space is used by the conveyors. This not only makes it easier to bring supplies to the labeling and packing machines, but also leaves a considerable amount of space open which is used for special packaging operations which are frequently necessary in connection with special merchandising promotions.

This method of handling boxes helps to keep the department clean and neat. Another thing that has been done for the same purpose is to provide special bases for each machine which are more easily cleaned than the regular floors. All connections for the machines have been brought up through the floor to eliminate overhead obstructions, thus keeping the room light and airy.

While the speeds of the wrapping machines vary somewhat between sizes, they will produce, on the average, something over 25,000 bottles per eight-hour day, making the total capacity of the department 625,000 bottles per forty-hour week, which is something over 30,000,000 bottles for a fifty-week year.

Credit: Washers, cappers, fillers and belt conveyors, U. S. Bottlers Machinery Co. Labelers, Pneumatic Scale Corp., Ltd. Wrappers, F. B. Redington Co. Roller conveyors, Alvey Mfg. Co. of St. Louis. Bottles, Owens-Illinois Glass Co. Labels, Gugler Lithographic Co. Corrugated wraps and discs, Gaylord Container Corp. Circular inserts, Aaleo Gravure, Inc. Corrugated boxes, Agar Mfg. Corp. and Gaylord Container Corp.



Honorable Mentions

1940

All-America Package Competition

The question might well be raised, "Why, after selecting some 59 top-award packages and displays, do the All-America judges find it necessary to select an additional group of packages to which are awarded Honorable Mention?"

The answer to this question will be found in the nature of the All-America Package Competition itself. Packages are judged, in competition, in 20 different categories. Judges compare cartons with cartons, closures with closures and bottles with bottles. But they do not consider the category as the only factor of judgment. The prize winners, although selected and distinguished within their categories, are, nevertheless, all-around prize winners—outstanding packages by any standard of measurement.

When this system of judgment is understood, it will be seen that the packages awarded Honorable Mention are not mere "runners-up." They are those packages which have many outstanding points of excellence that entitle them to recognition as contributions to the development and art of packaging. Some excel in visual appearance. Some present unusual structural features. Some represent successful redesign. Some are expressions of well-conceived merchandising plans. Each would have received "silver" or "bronze" awards if divisions of this type were utilized in the

All-America Package Competition.

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Honorable Mention

1940 ALL-AMERICA PACKAGE COMPETITION

Atlas Supply Co.

Although dealer receptivity for the motion type of display is particularly high, all too few manufacturers serving the tire and accessories field have utilized this type of unit. The Atlas Supply Co., therefore, sought to capitalize upon a unique opportunity for effective display promotion of its tires. Recognition has been accorded, therefore, not to a single display unit, but to the six units which together constitute an integrated display program.

All of the displays advertising Atlas tires and accessories were designed to operate from a single motion unit supplied to the dealer with the first display. Thus, through the year, the Atlas company has succeeded in providing its dealers with an eye-compelling series of attention-getting displays of the type calculated to in-

terest the busy, hurried motorist. Yet through the utilization of a simple single motion unit, cost has been brought to a minimum.

Several of the displays utilize cartoon characters. The purpose of the Atlas organization in adopting these figures has not been restricted, however, to merely that of creating amusement. Through the use of these figures, it becomes possible to demonstrate the tires in a manner possessing sufficient novelty and eye appeal to stop the eye of the busiest potential customer. Thus one unit utilizes a cartoon policeman or "cop" with a huge oversized white-gloved hand which, attached to the motion unit, moves back and forth. A stack of tires and a slogan, "Atlas Tires Are Safe!" complete the presentation piece. The safety feature



utilized here was timely, since this display was used in the spring when occasional showers and slippery streets are likely to cause skidding accidents.

Another unit in the family of six is the "Big Sale" display which appeared during the peak of the tire-selling season. Here again, cartoon characters were used. Two happily busy service station figures are seen trying to straighten a toppling pile of wrapped tires. The "Big Sale" effect was further enhanced through the use of additional material, of a similar nature, inside and outside the dealer's shop.

A third display, incorporating not only the cartoon motif, but illustrations as well, was designed to call attention to the company's anti-freeze package and to feature the simple advantages connected with the use of the product. The three salient features claimed for the product—"no boil," "no odor," "no worry"—were cleverly brought to the consumer's attention via illustrations.

The "Battery Checking Service" unit features a basic principle in the merchandising of storage batteries.

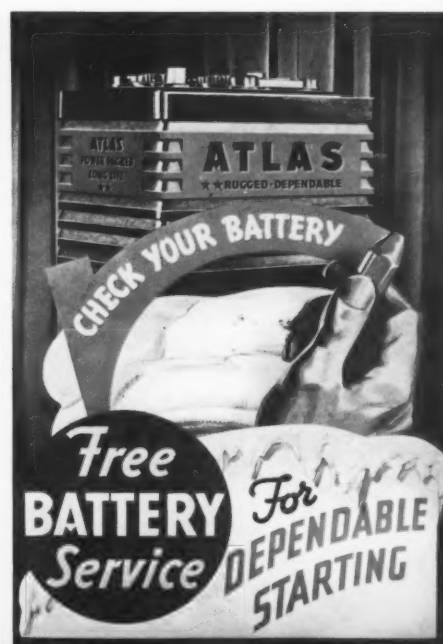
The display calls attention to the need for checking service, particularly during the winter period. Such a service gives the dealer an opportunity to call attention to new batteries when they are needed.

During the summer vacation months, Atlas sponsored a display which emphasized the fact that Atlas tires are sold and serviced by 33,000 dealers. This display was designed to appeal to motorists and tourists preparing for long trips and also to give them, with the purchase of Atlas tires, a feeling of security wherever they might travel.

A sixth unit stressed the importance of getting skid protection with tires. This unit has a dramatic quality, calculated to appeal to parents.

The color arrangement and style of art work on all the displays were bold, in keeping with the requirements for visibility at a distance and the necessity of stopping motorists whose every impulse is to drive on.

Credit: Produced by The Forbes Lithograph Co. Motion unit, Ruckelhaus Display Animating Service.



Honorable Mention

1940 ALL-AMERICA PACKAGE COMPETITION

Hercules Powder Co., Inc.

This group of shipping containers is designed to hold such industrial chemical products as chlorinated rubber, cotton linters and ethylcellulose. Each package represents the solution of a specialized problem presented by the nature of the product and the type of service handling it receives. As a group, the family resemblance has been established and structures have been standardized. Standardization of these containers and the adoption of simple yet effective design has effected very sizable savings for the sponsoring company.

On the corrugated containers, the Hercules trade mark appears in prominent position. The trade mark figure of Hercules is also utilized on the wide gummed tape used in sealing the containers and thus every case may be identified from any angle as a Hercules product. On the smaller cartons for 1- and 5-lb. bags, address labels are utilized. To aid in locating this properly upon every carton, guide dots are provided

on the printed carton board. The larger cartons are equipped with inner liner bags of creped paper. These provide protection for the delicate contents packaged within from contamination, dirt or dust.

For Wood rosins, Vinsol resins and Truline binders, the company has utilized 50-lb. and 100-lb. multi-wall paper bags. These are imprinted in distinctive colors to facilitate recognition and each bears the figure of Hercules near the base where it can readily be seen when the bags are stacked for storage. Printing on both sides of each bag makes it immaterial which side is piled up in the user's storage stacks.

In selecting these packages for Honorable Mention, the judges of the All-America Package Competition have sought to recognize the specialized industrial problems confronting this company and the manner in which they have been successfully solved in terms of product protection and product identification.



Credit: Designer of carton and bag, Hercules Powder Co. Layout of imprinting on carton by Arthur S. Allen, handled with Mr. Allen through Fuller, Smith & Ross, Inc. Cartons, The Hinde & Dauch Paper Co. and Container Corp. of America. Inner bags, Arkell Safety Bag Co. Wood rosin bags, George & Sherrod Paper Co. Bagging and scales at Haltishung, Miss., plant, Exact Weight Scale Co. Bagging and scales at Brunswick, Ga., plant, Atlanta Utility Works Bag sewing machines, Union Special Machine Co. Hand staplers, Bostitch, Inc. Automatic sealing machine, Standard-Knapp Corp. Truline binder bags, Bagpak, Inc.



Honorable Mention

1940 ALL-AMERICA PACKAGE COMPETITION

Jacques Kreisler Manufacturing Corp.

Well-planned gift packages in the jewelry field are no longer startling, but, rather, are an accepted standard in the industry. Yet both of these Jacques Kreisler Manufacturing Corp. packages were selected for award because both were still outstanding against even the high standard of competition in this field. Each package is designed to serve both as a gift container and as a display box. The unique construction of both packages is admirable from the consumer's point of view in that they permit of re-use after the contents have been removed. From the manufacturer's point of view, the packages provide ideal display possibilities in that the design of the containers permits the consumer to view the products while, at the same time, preventing excess handling or pilferage.

Men's accessories for formal attire are packaged in a transparent top hat. The object in designing this package was to create something that would be unique enough to compete with other merchandise in this field during the holiday period. The miniature top hat not only fulfills the novelty requirement, but forms a tie-up with the costume for which the accessories are intended. The transparent acetate cover provides perfect visibility for the jewelry which is attached to a slanted platform. At the same time, it protects the product and the black transparent velvet, covering the platform, from dust. This replica of a top hat has an appeal for women buyers who find the container almost as fas-

cinating as the contents. The unit may be retained as a permanent storage container for the jewelry or may be utilized as a trinket box.

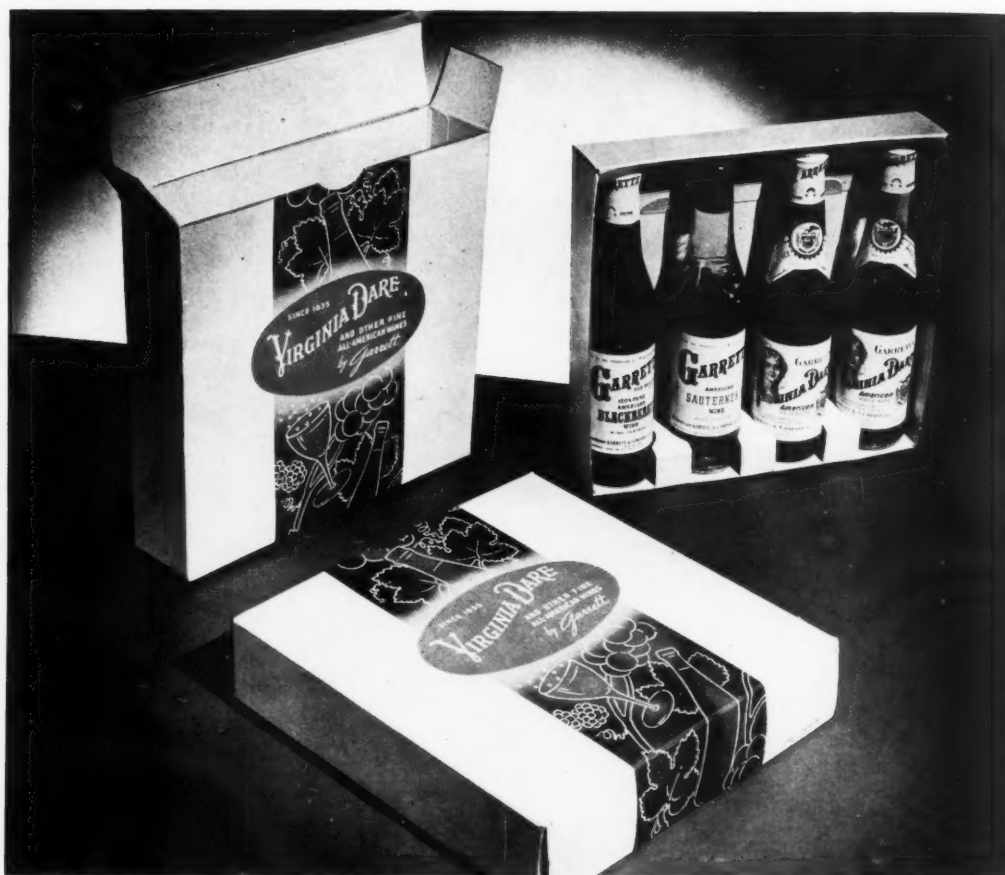
The second jewelry container selected for Honorable Mention provides consumers with a two-in-one gift item. A picture frame, constructed of genuine morocco leather, hand-tooled in gold leaf, was designed to achieve a striking and effective setting for the products. The package provides excellent display value and, at the same time, protects the merchandise from dust and pilferage. After the jewelry has been removed, a photograph or painting can be inserted in the frame. An instruction label on the back of the mounting pad tells the consumer how to mount the photograph firmly against the glass. Despite the fact that a small additional charge was made for this package, the company reports that sales results obtained have been extremely gratifying and the package was re-ordered within two months after first appearing.

Both packages have been found to be prominently displayed in the retail store and to have enjoyed a good degree of consumer acceptance.

Credit: Top hat package—Designed by J. Fraley Bermond. Package fabricated by Douglas Young, Inc. Transparent acetate sheeting, Eastman Kodak Co.

Credit: Picture frame package—Designed by J. Fraley Bermond. Frames, A. & B. Leather Frame Co. Velvet pads, Arrow Manufacturing Co., Inc.

Honorable Mention
1940 ALL-AMERICA PACKAGE COMPETITION



Garrett & Co., Inc.

Americans are being forced to try domestic wines since the war has cut off foreign varieties. And they are finding them often as good as the best imported grades. But at least one wine marketer, Garrett & Co., hasn't been content to wait to be discovered. This firm has utilized an ingenious package to introduce four of its wines to consumers simultaneously.

The container consists of a gayly decorated folding carton into which is fitted a die-cut carrier tray holding an assortment of four small wine bottles or "splits." The outer carton is lithographed in six colors and makes an attractive presentation, both in the store and in the consumer's hands. By merchandising the wines thus in a gift container, the company has found an ideal means of sampling its products to consumers who could not otherwise be reached effectively.

The outer carton is lithographed in six colors, a color-

ful pattern forming a band which runs vertically around the entire container. Copy legend appears on an oval panel which is set at different positions on the front and back of the container to facilitate the attainment of interesting effects when containers are grouped for display purposes. White lines on the background design panel provide detail and are printed deliberately out of register with the color areas to "soften" the design and increase its attractiveness.

The company has reported an outstandingly favorable reception, among both dealers and consumers, for the new gift wine packages.

Credit: Designed by Sterling Beeson, Inc. Gift boxes, Brett Lithographic Co. Split bottles, Olean Glass Co. Inc. Closures, Crown Cork & Seal Co., Inc. Neck bands, Celon Co. Labels, David Weil Sons Litho. Co. and Consolidated Lithographic Corp.

Honorable Mention

1940 ALL-AMERICA PACKAGE COMPETITION

A. G. Spalding & Bros., Inc.

Once the ball's in play, the box it came in isn't important. But the right box is mighty important in getting the ball into the player's hands. That's why—competing against cartons for everything from macaroni to marbles—the new package recently adopted by A. G. Spalding & Bros. has been selected by the Board of Judges for Honorable Mention.

The package consists of a folding carton, for each individual baseball, printed in red, white and blue—a color scheme considered particularly appropriate since baseball is looked upon as the national sport in this country. The construction of the box is such as to make it tamper-proof, thus preventing the substitution of inferior merchandise for the product originally packaged at the Spalding plant.

The company has also developed a shipping-display box holding a dozen of the smaller containers and utilizing the same color and design scheme. Within this box, the smaller cartons are arranged in three rows with different faces of the cartons turned upward, so as to present all the essential carton data to the customer or

dealer at a single glance. By working out an unusually strong construction for this outer container and using a particularly rigid board, it was found possible to effect savings on the smaller containers, in terms of lighter board, which more than compensated for the added expenditures on the shipper and yielded a substantial net saving over all.

Both product and packages are reported by the sponsor to have met with speedy and widespread dealer and consumer acceptance.

Credit: Designed by G. K. Geerlings. Carton, Folding Boxes, Inc. Foil, Reynolds Metals Co., Inc.



Honorable Mention
1940 ALL-AMERICA PACKAGE COMPETITION



Sapphire Hosiery Corp.

This set-up paper box represents a distinct departure from tradition in the hosiery field. Virtually every previous hosiery box has been of the two-piece telescoping type—the so-called standard flat pack box.

As a new company unbound to any tradition, the Sapphire Hosiery Corp. sought to create for itself containers which would be more rational in the light of modern store practices and consumer habits. Stockings were packed in attractive printed cellophane envelopes of a compact shape. Three of these in turn were packed into hinged-lid set-up boxes occupying approximately half the space of the traditional box. Thus an equal quantity of merchandise could be kept on store shelves or a smaller quantity could be utilized to fill a substantial shelf area.

Most important, the hinging of the lid prevents

shifting of lids from one box to another and consequent confusion as to the identity of the stockings within. The hinging device also makes it possible for the salesgirl to show the stockings in a neat and attractive manner and to promote three-pair sales.

So well did the boxes lend themselves to display that the company has adopted them as a central recognition point and used a simulation of the box as the base for its major display promotion—an accurately scaled, fully dressed figure holding three shades of stockings for consumer examination. First introduced in late August of 1940, the new packages are reported to have been an outstanding success in every retail store handling the line.

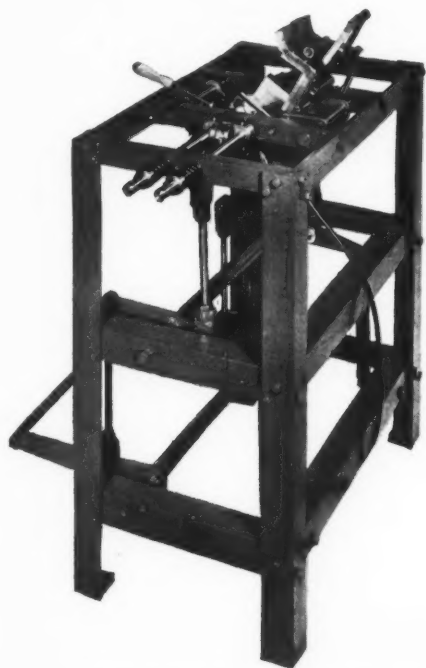
Credit: Designed by Helen Bridge Underhill. Boxes, Imperial Paper Box Corp. Wraps, Consolidated Lithographing Corp.

PACKAGING NATURAL CHEESE IN AN AIR-TIGHT TRANSPARENT COVERING IS AN ART AND A SCIENCE

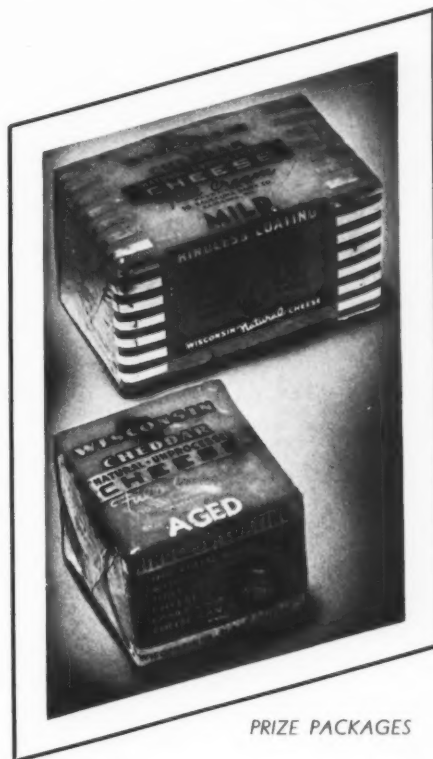
AN AWARD

... in the ALL-AMERICA Package Competition goes to the Wisconsin Cheese Producers Cooperative for this new NATURAL CHEESE Package produced on the PETERS NATURAL CHEESE PACKAGING MACHINE.

In the past, Natural Cheese was marketed in bulk "wheels" but now this age old custom has given way to the modern method of individual, uniform, attractive, high-grade, transparent packages due to the development of new transparent materials and a machine to make the packages economically.



PETERS NATURAL CHEESE PACKAGING MACHINE



PRIZE PACKAGES

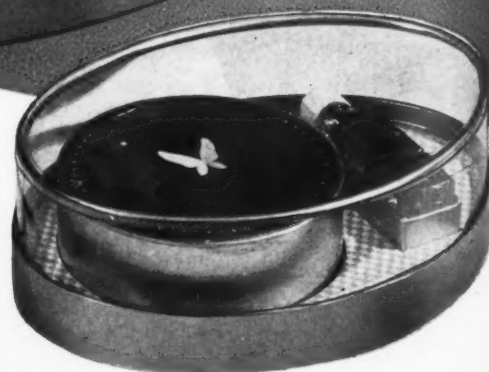
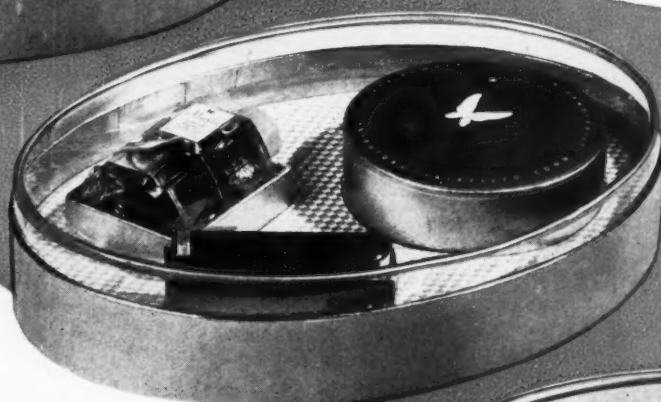
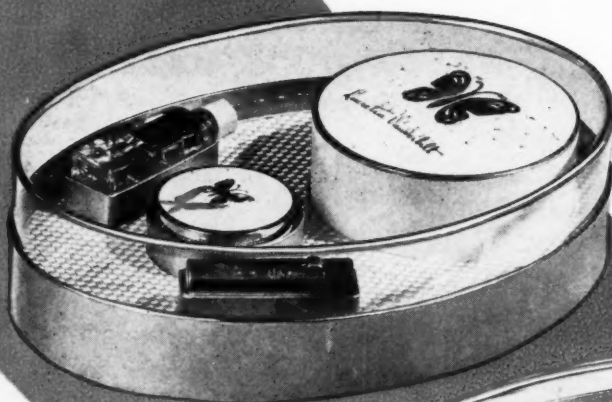
This machine was designed to handle this specific problem and adds to the ever growing list of special machines built for many purposes in the food packaging field by Peters engineers and designers.

If you are interested in complete information on this economical machine to handle your Natural Cheese packaging requirements, write today and full details will promptly be sent.

PETERS MACHINERY CO.

4700 Ravenswood Avenue, Chicago, Illinois

Burt **PRODUCES**



The Lucretia Vanderbilt Gift Sets look Top Award in the Rigid Transparent Container Group of the 1940 All-America Package Competition. The line is noteworthy for its beauty, simplicity and sturdiness, three qualities which have won for it wide sales and consumer recognition.

A REAL WINNER

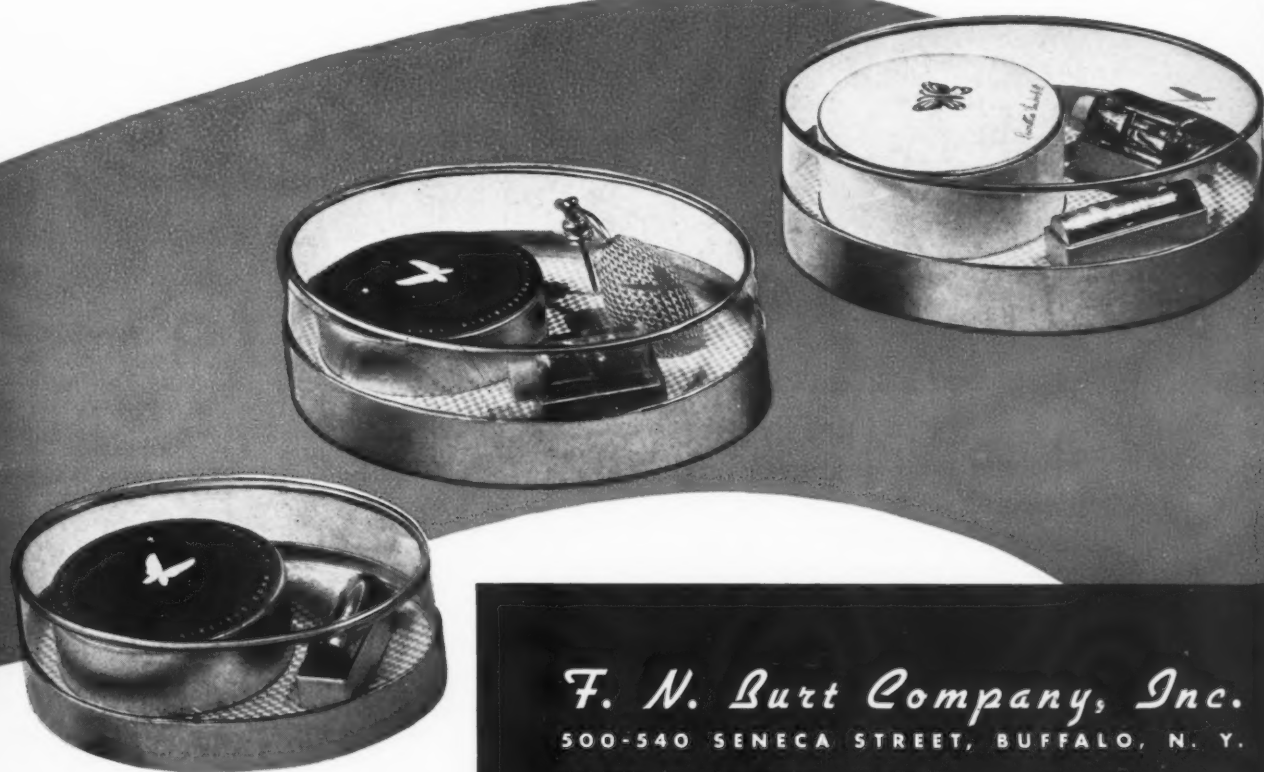
Lucretia Vanderbilt Gift Sets

TOP AWARD — Rigid Transparent

The scope and versatility of Burt's boxmaking service are well demonstrated in the *Lucretia Vanderbilt* gift sets. The set-up box, the transparent acetate cover, the silk trays and the face powder boxes were all produced in Burt's huge boxmaking plant.

These are only a few of the many types of packages we produce in large quantities and at great speed. We have developed our own automatic boxmaking equipment for the precise production of quality packages. Rigid transparent and set-up boxes and folding cartons are produced with equal facility and dispatch.

Our central location allows of overnight deliveries to important packaging centers in the South and East. Call your nearest Burt representative for quick, economical service.



F. N. Burt Company, Inc.

500-540 SENECA STREET, BUFFALO, N. Y.

NEW YORK CITY
630 Fifth Avenue
Room 1461

PHILADELPHIA
A. B. Hebel
P. O. Box 6308
W. Market St. Sta.

NEW ENGLAND
J. Ansell
491 Main Street
Cambridge, Mass.

ST. LOUIS ATLANTA, GEORGIA
M. P. Yates Mr. W. E. Branch
706 Chestnut St. Candler Building

CHICAGO
919 N. Michigan Ave.
Room 2212

CLEVELAND
W. G. Hazen
P. O. Box 2445
E. Cleveland, Ohio

CINCINNATI
221 Walnut Street
Telephone: MAin 0367

NEW ORLEANS MEMPHIS
Sydney S. Levy W. F. Shepherd
509 Audubon Bldg. 268 Madison Ave

MINNEAPOLIS
J. E. Moor
3329 Dupont Ave. South

KANSAS CITY
Elmer J. Schwartz
1135 East 86th St.

A. G. Spilker
P. O. Box 126
DANVILLE, CALIF.
(near San Francisco)
Danville 27

CANADIAN DIVISION
Dominion Paper Box Co., Ltd.
469-483 King Street, West
Toronto 2, Canada

Honorable Mention

1940 ALL-AMERICA PACKAGE COMPETITION

Seagram-Distillers Corp

This redesigned package for Seagram's Seven Crown Blended Whiskey represents a distinct departure from the bossed-texture bottle which formerly identified this product. This new bottle was designed to stress its individuality and to prevent confusion between it and the Five Crown blend. The glassware is amber in color and smooth-contoured. Label, closure, neck band and ribbon harmonize with the bottle, the labels being printed in red and black on an ivory background, with the Seagram's coat-of-arms and crowns embossed in rich gold.

A new style closure is finished in dark brown with an embossed crown design on its domed-top surface and fleur-de-lis side embossing. The dark brown color is repeated in the neck bands which carry the company name and a series of crown figures in gold. A red-

brown and gold paper ribbon between the neck band and the face label on the quart, fifth and pint bottles has been included to accentuate and smooth the lines of these new packages.

Selected for Honorable Mention in the Display Division of the Competition were a group of units designed to advertise Seagram's Five and Seven Crown Whiskies. These displays focus attention upon the central illustrative panels through the use of foil rings or "halos" so die-cut as to permit the central panel to be extended several inches forward of the main face of the display. This effect is secured by means of a series of die-cut slots arranged in concentric circles. The stretched foil paper catches and reflects light in a most interesting and striking manner and forms a bull's eye of the central panel.

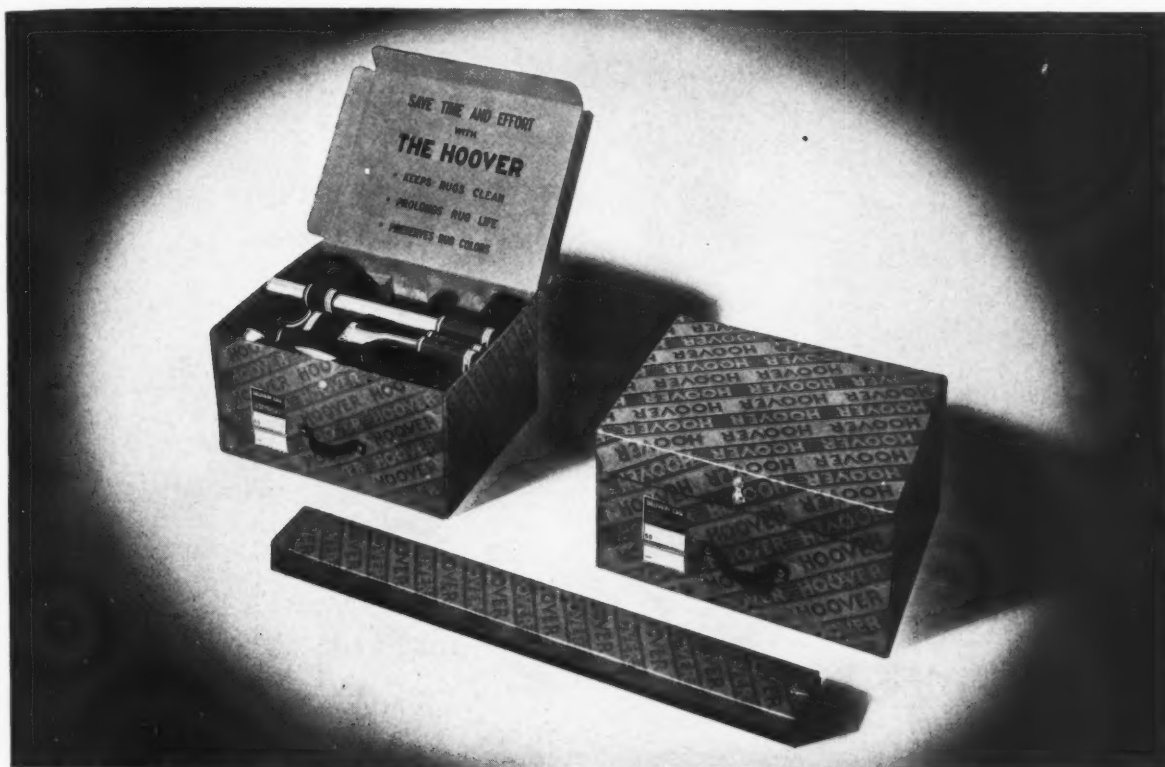


Credit: Bottles designed by Waller Suter. Bottles, Owens-Illinois Glass Co. Viscose seals, Armstrong Cork Co., Celon Co. and E. I. du Pont de Nemours & Co., Inc. Labels, Progressive Lithographing Co. Ribbons, Consolidated Lithographing Corp. Closures, Aluminum Seal Co. Cleaners, Pneumatic Scale Corp., Ltd. Fillers, The Karl Kiefer Machine Co. Cappers, Aluminum Seal Co. Labelers, Pneumatic Scale Corp., Ltd. Case sealers and compression units, Standard-Knapp Corporation.

Credit: Displays designed by Palmer Associates. Produced by Continental Lithograph Corporation.



INLAND FIRST AGAIN



IN ALL-AMERICA SHIPPING *Container* COMPETITION

When the Hoover Company recently re-designed their electric sweepers, they chose the opportunity to re-design their ensemble packing case to achieve greater convenience for the housewife, and to aid the demonstrator-salesman in selling both sweepers and accessories ... the solution to this problem, illustrated above,

has been awarded first place in the 10th annual All-America packaging competition for shipping containers.

More important—to the Hoover Company—is the fact that this new container has proved "a positive aid to sales effort." INLAND engineers will welcome the opportunity to work with you on your packaging problems—without obligation.

Visit Booth No. 204 Packaging Exposition, Stevens Hotel, Chicago, April 1st to 4th

INLAND CONTAINER CORPORATION



SALES OFFICES: CHICAGO • MILWAUKEE • CINCINNATI • MIDDLETOWN, OHIO • LIMA, OHIO
CANTON, OHIO • DAYTON, OHIO • EVANSVILLE, INDIANA • INDIANAPOLIS, INDIANA

ARMSTRONG'S *Three-Step Styling*

The advertisement features a central image of a glass container, likely a jar or bottle, with a cork and a label. The label is white with the words "YOUR BRAND" in bold, black, sans-serif capital letters. The cork is also white with the same text. The container is set against a dark, textured background. To the left of the container is a box for the Armstrong Cork Company, which includes the text "GLASS AND CLOSURE DIVISION" and "GLASS CONTAINER SPECIFICATIONS". Three callout boxes, labeled STEP 1, STEP 2, and STEP 3, provide instructions for the styling process.

STEP 1
Start with a sturdy, stylish Armstrong's Glass Container. Make your selection from our complete line of high-quality, crystal-clear glassware, backed by more than a century of glass-making craftsmanship and thorough technical experience.

STEP 2
Guard the flavor and quality of your product with a sure-sealing Armstrong's Closure. Our complete line includes corks, metal caps, Artmold (molded plastic) caps, and crowns. Available in a wide range of colors and designs.

STEP 3
Climax your packaging achievement with a colorful "Cel-O-Seal" band. These smart, secondary seals dress up your package and make it tamperproof. Your name can be impregnated in the seal itself to prevent duplication.

MAKES THEM REACH FOR YOUR PACKAGE



BRING your packaging problems to Glass Packaging Headquarters. Our complete laboratory and engineering facilities, as well as our Package Merchandising Department, are at your service to help you create sales-winning packages. Let us tell you more about Armstrong's **THREE-STEP STYLING** and how we can apply it to *your* particular packaging needs. For complete information, write Armstrong Cork Company, Glass and Closure Division, 916 Arch Street, Lancaster, Pennsylvania.



Honorable Mention

1940 ALL-AMERICA PACKAGE COMPETITION

Celares, Inc.

A highly stylized line of cosmetics, packaged with an eye toward the attainment of elegance through simplicity of design, won for Celares, Inc., honorable mention in the Plastics Container Division of the All-America Package Competition. Each package in the



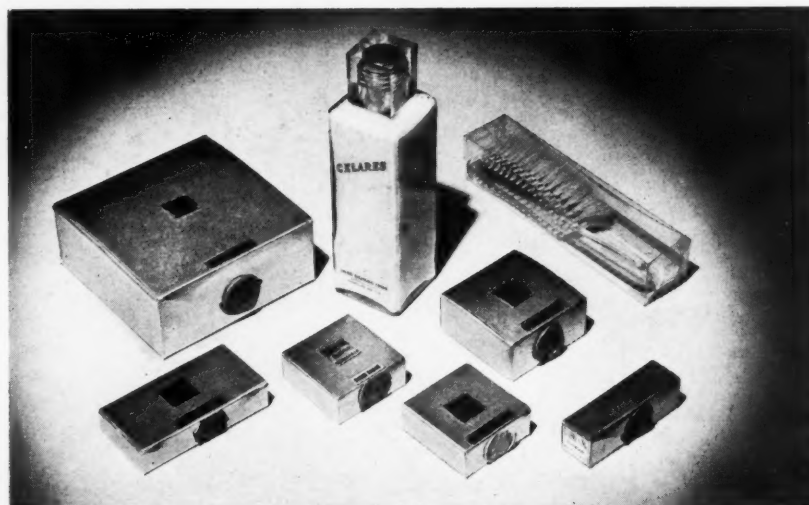
line is designed to serve both as an exquisite gift container and as an attractive display box.

In working out the design for the new line of cosmetics, the company was desirous of obtaining a group of packages which would utilize a liberal mass of crystal-clear material and set off the high quality of the merchandise. Acrylic plastics were selected because of their brilliance and physical suitability to the products. Powder boxes, rouge pots, lipstick, eye shadow and mascara containers are all molded of this plastic material. Massive looking, but lightweight, this smart array of packages has a clarity that distinguishes this line. Filled as sold, these fragile-appearing, but sturdy containers, are a perfect foil for the aids-to-beauty products.

The selection of plastics provides advantages other than fine appearance. They can be handled continuously without showing wear, they can be easily kept clean or easily cleaned if soiled in handling and, finally, they provide the finest available means of setting off the products when on display in the retail store. In the home, the containers are highly acceptable for dressing table use. They are not only handsome in appearance, but resist breakage and may be kept clean at all times.

The various items are packed in silver-finished folding cartons. Foil seals with black imprinting and sealing wax in tones of blue-gray are utilized to fasten the boxes.

Merchandised exclusively through the Saks Fifth Avenue stores, the family of plastic-housed cosmetics have been reported to be enjoying a good degree of consumer acceptance.



Credit: Designed by Joseph B. Platt and Robert De Long. Cartons, Acme Folding Box Co. Labels, Ever Ready Label Corp. Bottle Closures, Molded by General Electric Co. Vials, Celluloplastic Corp. Molded by Thomas Mason & Co. Molding compounds, Röhm & Haas Co.

TOP AWARD

Modern Packaging Show
1940

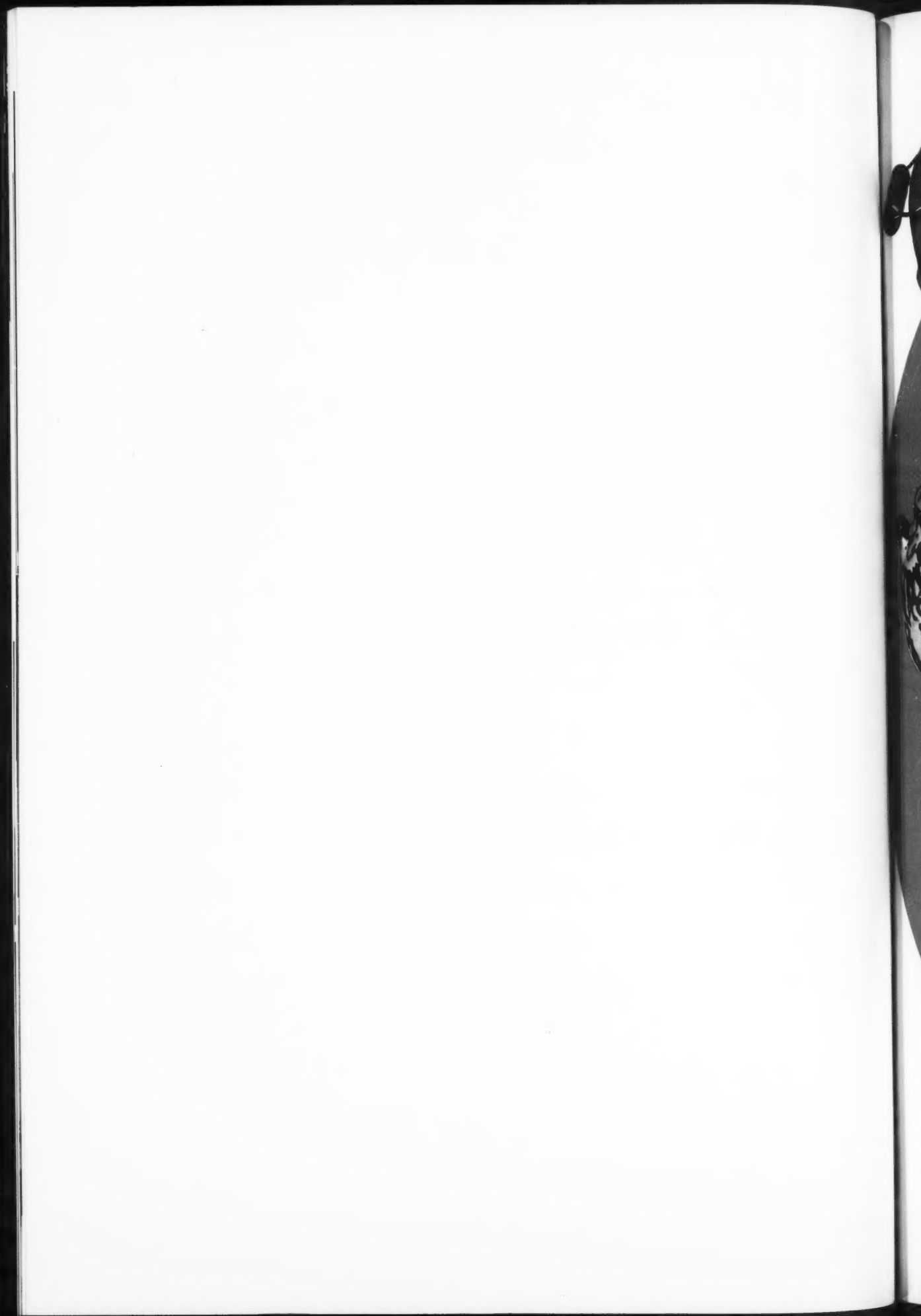
We invite inquiries from manufacturers interested in increasing sales through appropriate packaging. Our designers will provide beautiful and practical suggestions. Our modern plant, located in the heart of the textile industry, will reproduce your package economically.

THE LASSITER PRESS Inc.

Designers and Manufacturers of Textile Packing



Plant - CHARLOTTE, N.C.
New York Office 527 5TH AVE.



TOPS *in the All-America* ...and TOPS in SALES APPEAL



HATS OFF to the famous Cresca Line of food delicacies . . . top award winners (Family Group) in the 1940 All-America Package Competition!

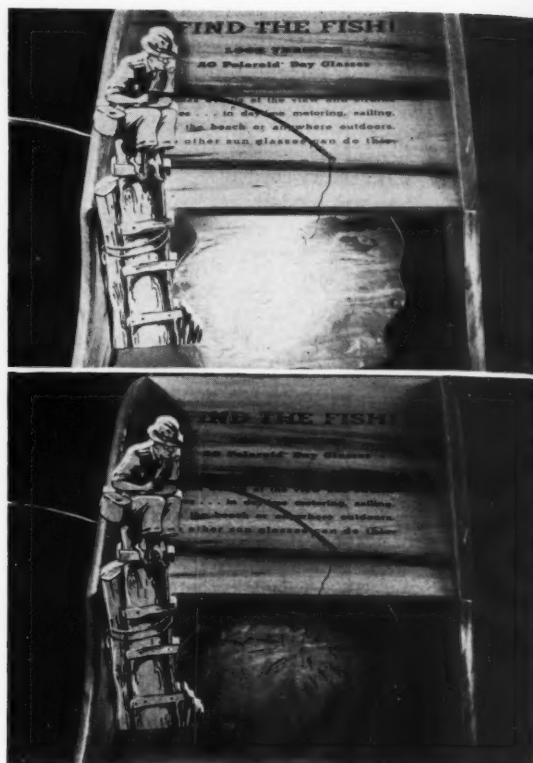
The Robinson Clay Product Company, makers of Cresca's distinguished pottery containers, is proud to have had a part in developing these charming Early American reproductions.

To manufacturers of other products requiring contamination-proof packaging . . . particularly when after-use containers are a compelling sales force . . . Robinson offers extensive facilities, cooperative service, and a background of broad experience in this highly specialized field. Let's get together.

THE ROBINSON
CLAY PRODUCT COMPANY
EMPIRE STATE BUILDING · NEW YORK

Honorable Mention

1940 ALL-AMERICA PACKAGE COMPETITION



American Optical Co.

Not every user of displays is as fortunate as the American Optical Co. in having a product which lends itself to demonstration at the point of sale. For its Polaroid day glasses, this company has for some time been utilizing a cardboard illuminated display which permits the consumer to demonstrate to himself the differences between Polaroid glasses and ordinary sun glasses.

In 1940, however, the company decided to provide a permanent fixture which would be restricted to the optical field and for this purpose a display was devised along lines somewhat similar to those of the cardboard unit. Construction, however, involved the use of finely finished wood to achieve greater permanence and strength and to fit into the more restrained surroundings of optical shops.

The new display replaces a traffic sign with a die-cut wood-mounted illustration of a fisher. From his rod, a line descends into an illuminated pool formed of layers of specially processed cellulose acetate and cellulose nitrate sheetings. A hidden bulb shining through a

transparent acetate sheet casts a sky-like reflection on the water so that the fish printed upon the underlying sheets cannot be seen with ordinary sun glasses, or when viewed with the naked eye. They become clearly visible, however, when the consumer dons a pair of Polaroid glasses provided for this purpose, since the elimination of glare permits the view to penetrate beneath the simulated water surface.

The fisherman is jigsawed out of plywood and holds a wire fishing rod and line. The rest of the unit is constructed of red gum and finished with a clear lacquer. The company reports the display to be one of the most successful it has ever sponsored. Particular satisfaction is expressed with the longevity of the unit which dealers continue—month after month—to place in preferred shop and window locations. When used in store windows, the two pairs of glasses are usually mounted just behind the window pane by means of suction cups.

Credit: Display by Robert Kayton Displays, Inc. Transparent sheeting, Eastman Kodak Co.

BOTH TYPES of MOLDING

Make an All-America Winner!



**Norwich Pharmacal
Company
Top Award
Plastic
Containers**

BOTH injection and compression molding are utilized in the manufacture of the outstanding plastics winner in the 10th All-America Package Competition.

The cover was injection molded of a transparent acrylic, the base compression molded of a black phenolic resin. Both lid and base, as well as the molds for them, are made in our completely equipped, modern molding plant.

In this one box is exhibited the versatility of a company which has complete facilities for handling every type of plastic material, offering its customers the complete range of modern plastics from which to choose. We are equipped to mold for all packagers as well as for the hundreds of industries which now utilize our services.

American Insulator Corp.
Plant • NEW FREEDOM • PENNSYLVANIA



BOSTON
BUFFALO
CHATTANOOGA
CHICAGO

SALES OFFICES:

CLEVELAND
DETROIT
MONTREAL
ST. PAUL

BRIDGEPORT
NEW YORK
PHILADELPHIA
ST. LOUIS



Capturing the feeling and appearance of an old 19th Century glass bottle, this charming container holds the spicy Solon Palmer Cologne.



Another Early American design is interpreted in modern glass by Carr-Lowrey designers to form a graceful decanter for Campana Sales Co.'s Italian Balm. The woven rattan effect is molded integrally with the base.



DOUBLE EAGLE!

We salute Solon Palmer and Campana!

Two "eagles" will go to these companies — symbolizing their victories in the All-America Package Competition.

Such honors are not won *easily*. It is not a matter of luck. These packages are the result of a tireless determination to produce unusual, but practical, containers. The progressive packaging spirit, possessed by both companies, was the first requisite. And we, who have been privileged to work with Solon Palmer and Campana in the production of their glass bottles, salute them for their *spirit* as well as their awards.

Whether your problem is the re-design of an old bottle, or the creation of a new one, for cosmetics, drugs, foods or household specialties, Carr-Lowrey's "3-point" service may be just what you need to gain for your product the recognition it deserves — from judges and consumers alike.

CARR-LOWREY
3-Point Service



1 PRACTICAL
2 ATTRACTIVE
3 ECONOMICAL
glass packages for
foods, drugs, cosmetics,
household products.

Carr-Lowrey Glass Co.

Factory and Main Office: BALTIMORE, MD.

New York Office: 500 Fifth Avenue

Chicago Office: 1502 Merchandise Mart

Honorable Mention

1940 ALL-AMERICA PACKAGE COMPETITION

Renart Sportswear Corp.

This transparent package represents an important trend which is now making itself increasingly apparent in the textile marketing industries. Through the use of sturdily constructed, ingeniously formed, re-usable containers, Renart Sportswear Corp. has succeeded in solving for itself, its dealers and its ultimate customers, a whole series of problems which formerly presented difficulties in this industry.

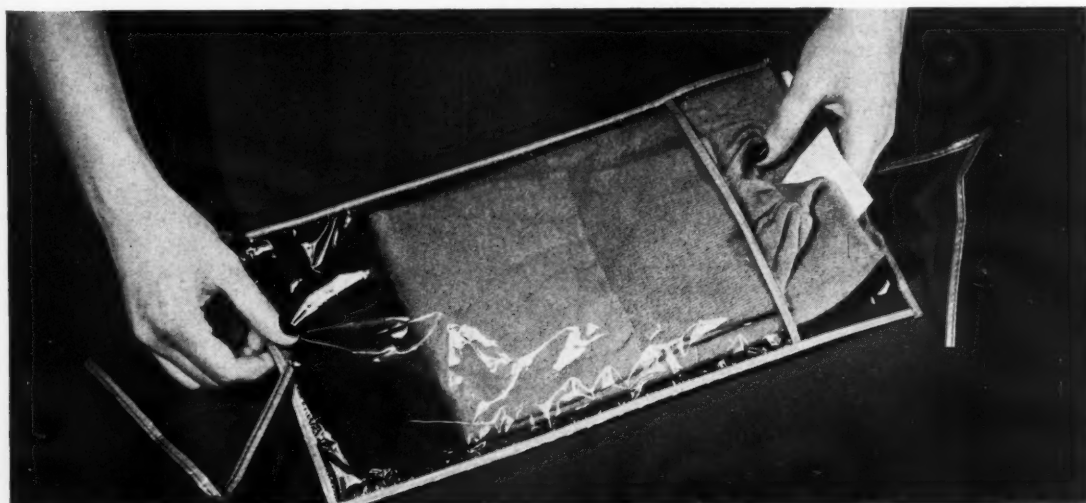
Rubber hydrochloride sheet material is utilized in forming these containers, the sewn seams being further strengthened through the use of colorful and attractive fabric binding tape.

The protective package eliminates unnecessary loss, formerly experienced, as a result of soilage from handling. The product can be examined through the bag walls and thus neither the salesclerk nor the consumer need actually touch the merchandise until the final moment of selection is reached. This feature has

produced an immediate and continued drop in returns and soilage losses. Moreover, the container, with its colorful trim, provides an attractive means of display for a product which the retailer was formerly inclined to keep out of sight in protective wraps. Finally, for the consumer, the container's re-use features provide an attractive plus value that has frequently been the means of clinching an otherwise doubtful sale.

Similar cases are sold as retail merchandise and the consumer thus quite logically appreciates the package as something of definite value rather than as a mere wrapping for the product. The company reports that its retail outlets have received the new packages most favorably and that consumers have demonstrated their approval in the very tangible form of increased sales.

Credit: Pliofilm, The Goodyear Tire & Rubber Co., Inc. Fabricated by Comet Envelope and Paper Co.



At Last

A NEW SHAKER TOP CAN

WITH OUTSTANDING
CONVENIENCE FEATURES!



*Positive snap lock holds top in closed and sealed position. Cans will not open during shipment or on the shelf. Product cannot sift through.

*Positive stop automatically positions slide for sifting. One flick of the thumb of the hand that holds the box is all that is necessary.

*Convenient fingernail grip. Ninety-five per cent of housewife package complaints assail hard-to-open closures. Housewives can have no complaint about this one. It's fool-proof and it always works.

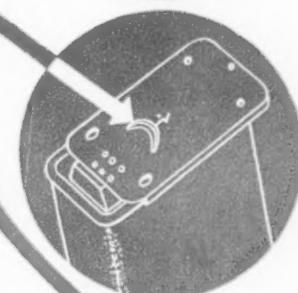
*Full opening stop likewise positive in action. Permits insertion of full size teaspoon and leveling on withdrawal. The slide never leaves the package. It cannot be mislaid or lost.

Some old style shaker tops were good. Some were terrible. But none combined the advantages of sifter pouring with complete accessibility to the product for the consumer.

Now R. C. Can has developed a real one-hand, fool-proof shaker top for fibre cans of rectangular cross section. Without removing the top from the can, the consumer can insert a full size teaspoon to withdraw a liberal, accurately measured portion of your product.

This new R.C. shaker top can is available in sizes to meet your requirements. It's inexpensive. It's new. It offers heretofore unattainable advantages.

Write today for samples and full particulars.



R. C. CAN COMPANY St. Louis, Mo.

BRANCH FACTORIES
RITTMAN, OHIO KANSAS CITY, MO.

ARLINGTON, TEXAS

Honorable Mention

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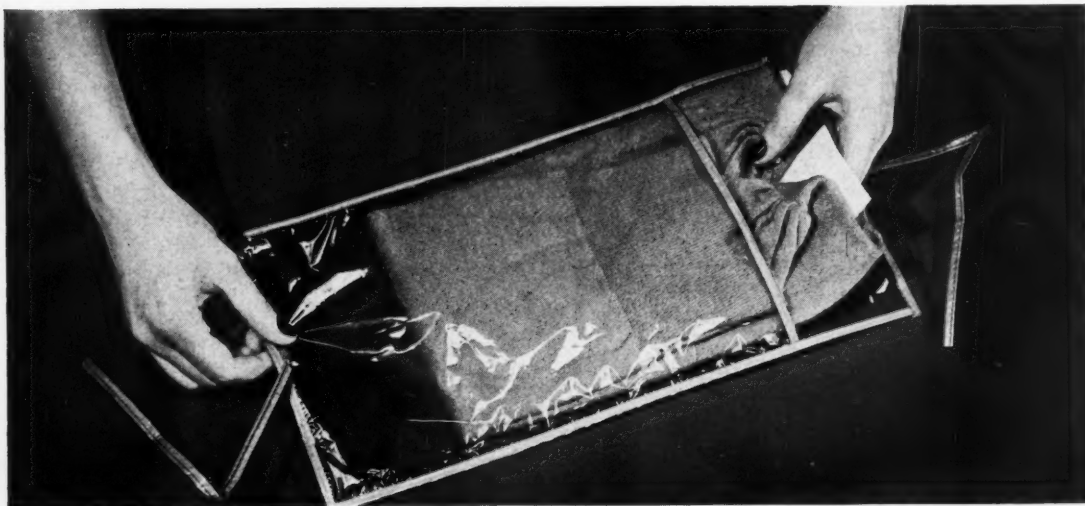
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Write today for samples and full particulars.



R. C. CAN COMPANY St. Louis, Mo.

BRANCH FACTORIES

RITTMAN, OHIO

KANSAS CITY, MO.

ARLINGTON, TEXAS

When you think of **PAPER BAGS**
you **AUTOMATICALLY** think of

Betner

When closing paper bags there is really only one way to be sure of uninterrupted perfection—do it mechanically. That's why Betner technicians developed the now famous Benco machine. But developments did not stop there. A low cost moisture protective package was needed for distribution over wide territory. The answer to this vital question was a Lamofilm Liner with Thermoseal closure.

LAMOFILM is moisture and flavor proof.

THERMOSEAL is the proven heat seal closure (also tamper proof).

These twin necessities protect both your product and your reputation.

Today, nationally distributed foods everywhere are protected by LAMOFILM and THERMOSEAL.

We welcome a comparison with any other competitive product on the market. May we send you a sample?



B E N J C B E T N E R C O

MAIN OFFICE—DEVON, PENNSYLVANIA
FACTORIES—DEVON, PA. OKLAHOMA CITY, OKLA. RICHMOND, VA.

M A N U F A C T U R E R S O F M O D E R N P A P E R B A G S

Honorable Mention

1940 ALL-AMERICA PACKAGE COMPETITION

Household Paper Products Co.

The usual sales unit of toilet papers averages three rolls. But such volume couldn't justify the time of route salesmen, so the Household Paper Products Co. sought some way of increasing the unit of sales.

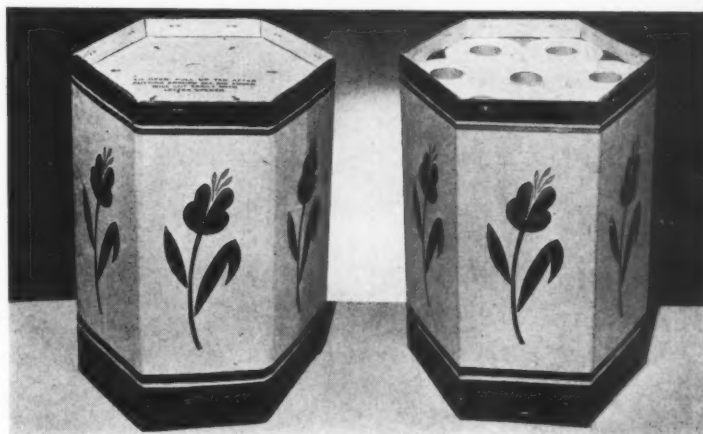
To do the trick, the Household company and its package suppliers jointly developed an octagonal corrugated board carton, so attractively decorated as to justify service as a home waste basket. The exterior of the container has a patterned neutral background with a geometric flower design in the center of each of the eight panels.

While the new container is looked upon by the customers of this house-to-house selling and delivery organization as a valuable and desirable premium, its cost is relatively low and its net cost is still lower in view of the elimination of separate labeling for each roll of tissue and in view of the substantial increase in the unit of sale made possible by the container.

The increase in the unit of sale equals 700 per cent—21 rolls per unit as against the former average of three rolls per unit. The company reports a distribution,

during the last month of 1940 and the first few weeks of 1941, of almost 75,000 sets in re-use containers accounting for a toilet paper volume far greater than would have been created by normal sales procedures.

Credit: Carton, The Hinde & Dauch Paper Co.



Campana Sales Co.

Manufacturers of hand lotions have always found themselves confronted with a particularly difficult merchandising problem during the period from Thanksgiving to Christmas, since dealers are primarily interested in special Christmas merchandise. For several years, Campana Sales Co. has been devising special packages for its Italian Balm which were offered to dealers and consumers as gift packages. Despite the fact that the gift offerings of former years were successful, the company has, this year, developed a completely new package, instead of putting a Christmas label around the regular container.

Reflecting the trend toward the use of Early American motifs in package design, this bottle is a replica of an antique container, shaped like a decanter with a basket-weave effect molded into the glass of the base. The graceful neck of the bottle is encircled with a dull gold label and a matching cord tassel, looped above this, is sealed underneath.

The acceptability of the container for dressing table use has been found to encourage consumers toward repeat purchases. Both dealer and consumer accep-

tance is reported to be most enthusiastic and is ascribed, by the company, to the simplicity of the bottle, to its eye appeal, both in the store and in the home, and to the quality of glassware utilized.

Credit: Bottles, Carr-Lowrey Glass Co. Stoppers, Owens-Illinois Glass Co. Labels, Shuman Label Co. Vacuum filler, The Karl Kiefer Machine Co.



Honorable Mention

1940 ALL-AMERICA PACKAGE COMPETITION

Corn Products Refining Co.



These glass containers have recently been adopted to supplement the tin cans which the Corn Products Refining Co. has used for many years in marketing its Karo Syrup. Both the crystal white and golden varieties of syrup are now available in 1½-lb. units in glass as well as in tin. In redesigning the package, it was felt that the containers could now be used on the table by the housewife who formerly poured the syrup into a pitcher before serving. This consumer convenience is provided at no increase in retail price.

The containers are designed so as to provide maximum visibility for the product. The wrap-around label covers only a little more than a third of the exterior, leaving a goodly portion of space through which the product can be seen. Except in the area to which the label is affixed, the sides of the bottle are fluted. This permits a firm grasp upon the containers.

Credit: Bottles, carlons and closures, Owens-Illinois Glass Co. Labels designed by Jim Nash and produced by Davis, Delaney & Harris. Filling equipment, Horir Mfg. Co. Sealing equipment, Consolidated Packaging Machinery Corp. Labeling equipment, Standard-Knapp Corp.



Wm. S. Scull Co.

These new metal containers differentiate the three grinds of Boscul coffee so that the dealer can tell each grind at a glance. Red cans are for the regular grind; white designates drip grind and blue cans distinguish the coffee for glass-pot grind. Although the containers previously used had indicated the grind in letters as large as the brand name, it had often been difficult to identify the cans if they happened to be on upper shelves or in poor light.

The small print and old-type lettering which formerly adorned the cans have been replaced by large, clear-cut

letters that seem to stand out in bold relief against the plain, solid background. The trade name has been designed in such a way that it not only has instant family tie-up, but creates a visual illusion that seemingly increases the size of the container.

All of these improvements enhance the appearance of the package and considerably reduce the production costs by decreasing the number of printing operations.

Repeated tests in retail stores have shown that the new packages make dealer and consumer mistakes as to grind virtually impossible, despite the fact that coffee is traditionally a high shelf item and hence is often placed in positions where light is at its poorest and visibility low. Sales, since the introduction of the new containers, are reported to be mounting most favorably.

So favorable was the trade reaction and the consumer reaction to the new container that the company was forced to raise its holiday orders to double the figure which was originally contemplated when the package was first designed.



Credit: Designer, Jim Nash. Cans, American Can Co.



The ONE Organization of its

kind... supplying both Glass and

Metal Containers... takes pride in

the high awards won in both classifi-

cations by its customers' packages.



The Teamwork Behind These Packages



**TOP
AWARDS
IN GLASS
CONTAINERS**

HISTORY repeats itself. Again in 1940, the expert teamwork of our customers, their associate-advisers and ourselves, have swept the prize ring. This expert team-work has resulted in one of the most outstanding records ever made in a national packaging competition.

From the fact that Owens-Illinois supplied containers for ALL of the top award winners in the Glass Container Classification, it might be thought that our sole interest lies in glass packaging. But the truth is otherwise. Our loyalty is to customers' interests rather than to a material.

We can supply today's facts about metal as well as glass containers. We are the *one* organization that makes both. If we don't have the facts our Packaging Research Laboratory, the largest of its kind in the industry, will ferret them out—cover dealer, consumer, and production angles. We offer complete service—containers, molded or metal closures and corrugated cartons.



**Top Award to
HIRAM WALKER & SONS, Inc.**

Glass containers and private design molded caps supplied by Owens-Illinois



Top Award to BRISTOL-MYERS CO.

Glass containers and private design molded caps supplied by Owens-Illinois

**TOP
AWARD
IN GLASS
CONTAINERS**



**Honorable Mention
Glass Containers**

**Top Award to
P. J. RITTER COMPANY**

Glass containers supplied by
Owens-Illinois

**Honorable Mention
Glass Containers**



**Award to
CORN PRODUCTS
REFINING COMPANY**

Glass containers and litho-
graphed metal closures sup-
plied by Owens-Illinois

**Award to
JOSEPH E. SEAGRAM & SONS, Inc.**

Glass containers supplied by
Owens-Illinois



Top Award to
THE BAYER COMPANY, Inc.

Easy-Opening Tablet Tin by
 Owens-Illinois



Shipping Cartons

OWENS-ILLINOIS PACKAGING SERVICE • Glass Containers • Metal Containers • Closures • Shipping Cartons

Honorable Mention

1940 ALL-AMERICA PACKAGE COMPETITION

U. S. Line Co.

The Green River fishing line is a new pliable, finished silk fly line which reached the market in September of 1940. Presented in four diameter sizes, it was intended to meet the demand for a high quality line with a moderate price. Thus the sponsoring company felt it essential that its package typify the high quality of the line, yet be held to a cost com-

mensurate with the sales prices and profit margin represented by the item.

The solution was found in an attractive telescoping set-up box with an acetate covered window in the lid, permitting a view of the lines within, but protecting the latter from excessive handling and from dust and dirt. Ingenious was the decision to form the window in the shape of a large-mouthed bass and to print upon it silver lines adding detail and realism. The company trade mark is prominently displayed on both sides and ends of the package which is enclosed in a throw-away shell to insure arrival of the merchandise in perfect condition. The upper portion of the package is covered with a bronze paper.

So successful has the new package been, since its introduction in September of 1940, that sales are reported to have exceeded 800,000 yds. in the first season, 20 per cent over pre-release estimates.

Credit: Bozes, Waterbury Box Co. Black base papers, Hampden Glazed Paper & Card Co. Bronze lid papers, Hazen Paper Co. Band labels, Stanley Mfg. Co. Acetate sheeting, Celluloid Corp.



Papyrus Papeteries, Inc.

This company has achieved a well-earned reputation for the excellence of its packaging efforts over a period of years. This year the company sponsored a stationery package which is reminiscent of the plush era of the 1880's with its brilliant reds and greens, its gilt, rose-patterned rugs and over-stuffed elegance.

Designated as the Queen Victoria line, the design of

the container accomplishes two things: one, it provides a fine display setting for the product and, two, it transforms a utilitarian product into a gift item. Fashioned with a plush pin-cushion top and a pleated plaid ribbon encircling it, the box may be retained for later use as a sewing box, jewelry chest or just for general utility. In order to stress the re-use of the pin-cushion top, as well as to supply a gift card with the container, an over-sized safety pin with a card affixed to it is pinned to the top of the unit. In addition to re-use values, the quaint and attractive packages, available in a number of color combinations, form interesting display effects in the retail store.

In view of the continuous use which this company has made of well-planned packages for its writing papers, sales figures for the current prize winner cannot be segregated. It is interesting to note, however, that the Queen Victoria line has been most favorably received by dealers and, if anything, reception has reached a higher level than in previous years.

Credit: Designed by Angelo Bisenz.



ALL-AMERICA WINNER



Poignant human interest by Norman Rockwell is the focal point on this year's ALL-AMERICA Display winner, created by FORBES for UPJOHN VITAMIN PRODUCTS.

Upjohn Wins 2 years in Succession



For the first time in ALL-AMERICA history, an advertiser has won top display honors two years in a row Both displays were created and produced by FORBES in full collaboration with the client Dignified human-interest power and a strictly ethical approach helped these displays win ALL-AMERICA honors, druggists' approbation, doctors' commendation and consumer interest and support—nation wide This same ingenious and objective thinking is yours to command, simply by writing, wiring, teletyping or 'phoning.

WINNER OF
MAJOR AWARD
FOR DISPLAYS
IN
1940
ALL-AMERICA
COMPETITION
JUDGED IN
JANUARY 1941

FORBES



LITHOGRAPH CO.

P. O. BOX 513 • BOSTON

NEW YORK

CHICAGO

CLEVELAND

ROCHESTER

SHIPPING TRAGEDY NO. 12

Cost was no object



when Mr. X redesigned his

line of packages



and introduced them with a special

dealer drive



and a formidable advertising campaign.



But he elected to save a few dollars



by shopping for

cheaper shipping cases.



When dealers did not reorder



because their customers would not buy,



he found that Concealed

Damage



had destroyed his line's shelf appeal,



and his standing with dealers and customers!

Commercially accepted standards for shipping cases frequently are not enough to prevent Concealed Damage to contents, because they do not take case fabrication into consideration. Container Corporation's new method of *Certified Fabrication* stabilizes

the variables in case fabrication through laboratory control of all operations. *Certified Fabrication* has cut down Concealed Damage for many shippers—and offers distinct advantages for you. Send for the booklet, "Inside Story," which describes it in detail.



CONTAINER CORPORATION OF AMERICA
111 W. Washington St., Chicago, Ill., Dept. MP-3
Please send me a copy of "Inside Story," which explains Certified Fabrication.

Name _____ Position _____
Address _____
Company _____

CONTAINER CORPORATION OF AMERICA

GENERAL OFFICES: 111 WEST WASHINGTON STREET, CHICAGO, ILLINOIS
NEW YORK • ROCHESTER • PHILADELPHIA • PITTSBURGH • AKRON • CINCINNATI • CLEVELAND • DETROIT • PEORIA
ROCK ISLAND • FORT WORTH • MINNEAPOLIS • ST. LOUIS • INDIANAPOLIS • WABASH • ANDERSON, IND. • NATICK, MASS.

Honorable Mention

1940 ALL-AMERICA PACKAGE COMPETITION

Eastman Kodak Co.

These molded plastic containers are used to package camera filters. Plastics were selected because it was essential that the packages be as long-lived as the product, serving as a continuous storage receptacle and carrying and protecting the delicate instruments over a long period of time.



The bases of the filter boxes are molded of black phenolic material, while the covers are made of acetobutyrate in a light-fast yellow shade. This choice of yellow was indicated by the company's continued use of this shade over many years on a number of its products and packages.

Threads molded into the cover and base are so designed that the two units may be separated by a quarter turn. This thread work involved a particularly neat job in designing in order to make certain that the threads of the cover would work satisfactorily against the harder surfaces of the base threads.

Molded in slightly raised lettering on the top of each box appears the Kodak name which thus provides a permanent identification for the product. While measurement of package success in a field such as this is not often easy, reports indicate that dealers welcome the new containers and that both consumers and dealers prefer them to those which had previously been utilized.

Credit: Molded by Norton Laboratories, Inc. Molding compounds, Bakelite Corp.; Tennessee Eastman Corp.



The J. B. Williams Co.

Two molded plastic caps, threaded to fit onto opposite sides of a metal ring and thus forming a shave stick holder, are responsible for the Honorable Mention accorded The J. B. Williams Co.

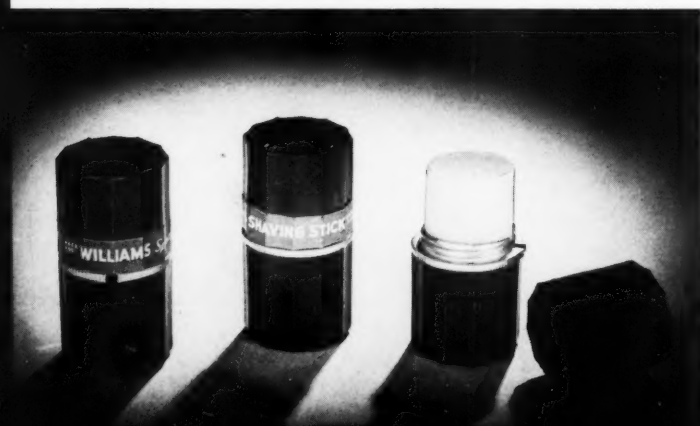
For a number of years, this firm has marketed its shaving stick in an ingenious aluminum holder consisting of two metal caps threaded to fit onto the opposite sides of a metal ring. With this ring sprung firmly around the center of a shaving stick, the consumer was able to utilize virtually the entire stick without waste or inconvenience. By removing one cap, half the stick was uncovered for use while the other cap served

as a sturdy full-size handle. After the first half of the shaving stick had been consumed in use, the consumer simply reversed the process with cap becoming handle and handle becoming cap.

Now, for its new special shaving stick holder, the Williams company has adopted molded plastics. By so doing, it has been able to gain the benefits of a wide color range and a consequently increased sales appeal. The color adopted for the present package is a bright red, but this, of course, can be varied at will by the company to suit any market conditions or special demands which may arise. The new container is not affected or discolored by soap and water and cannot be dented or marred by rough handling.

For permanent identification, the caps bear the Williams' name and legend on their ends, i.e., on the top and bottom of the stick. For identification prior to sale, a small wrap-around label, printed in blue with white lettering, is located immediately upon the center of the stick surmounting the exposed metal ring.

Credit: Molded by Coll's Patent Fire Arms Mfg. Co. Rings, Seovill Manufacturing Co.





A shining record

Crown makes the can...and the Franklin Research Company of Philadelphia makes the sales!

"Rubber Gloss Wax" is the product...and it has been building up distribution and sales in the face of the keenest kind of competition.

Whatever your packaging problem may be...consult Crown! A staff of designers, alert to modern packaging trends, is backed by an organization of real craftsmen...Crown Cans thus are made to protect your product and to promote your sales.

CROWN CAN COMPANY, PHILADELPHIA, PA.

Division of Crown Cork and Seal Company

BALTIMORE ST. LOUIS HOUSTON MADISON ORLANDO
FORT WAYNE NEBRASKA CITY

INDEPENDENT
AND HELPFUL

CROWN CAN

Honorable Mention

1940 ALL-AMERICA PACKAGE COMPETITION

International Silver Co.

The designers of silverware chests have been showing an increasing recognition of the display functions of their containers—functions as important as, if not more important than, the after-use of the containers as a



home storage chest. Increasingly, these wooden chests have been designed to facilitate open display and, in some instances, rigid transparent sheeting has been incorporated in one way or another into the unit.

The new chest adopted by International Silver Co., however, dispenses entirely with the use of wood (although the company will continue to utilize wood for many of its other sets). Of orthodox shape, it has a hinged lid and a tray which may be lifted out to disclose and give access to the lower layer of silver. All three portions of the unit are fabricated of acrylic sheet materials, varying thicknesses having been used, but all being substantial enough to afford great rigidity and permanence to the chest. The crystal-clear plastic not only permits the entire silver set to be seen, but emphasizes its lustre. Compartments to divide stacks of silver are formed by transverse blocks. The straight-line cutting of these blocks emphasizes the clarity and light-reflecting qualities of the plastic sheet.

Credit: Fabricated by Swedlow Aeroplastics Corp. Plastic material, Röhm & Haas Co. and E. I. du Pont de Nemours & Co., Inc.



Schenley Distillers Corp.

Outstanding among recent advertising campaigns has been that of the Schenley Distillers Corp. which utilizes two little birds as topical symbols in much of the advertising for Schenley whiskies. These birds have now proved to be quite as much a "natural" for display as they have been for publication advertising. To set off the two colorful chirping figures, a birdhouse background of sparkling white was created. The simple

construction gives a startling and realistic three-dimensional appearance.

The display ships flat and folds on a central score like a book. The front walls, the inside walls and the gabled roof take three-dimensional form automatically. By locking the easel attached to the lettering panel, the entire display takes permanent shape without difficulty and without requiring the insertion of tabs, slots or locks. An added note of realism is found in the little die-cut fence which is set on a plane a few inches in front of the main portion of the house.

Supplementing the main unit, the company has distributed smaller birdhouse displays as bottle top eye-catchers, which may be utilized on dealer's counters to tie in with the main display piece.

Dealers have been most receptive to the unit, it is reported, and particularly so because of the simplicity of its construction and the ease of its erection. The display has won for its sponsor an unusually large number of windows in a field where competition is exceedingly keen.

Credit: Display by Polygraphic Co. of America, Inc.



TOP HONORS TO ETHOFOIL

Top award in the counter display group of the 10th Annual All-American Package competition sponsored by Modern Packaging was given this display counter made by Kellman Case Company for the Joseph Dixon Crucible Company. Ethofoil was chosen for the curved top of this display because of its economy and because its toughness and freedom from shrinkage contributed to the permanence of the finished product.



Products packaged in ETHOFOIL* are winning top sales honors in practically every branch of merchandising effort. This modern packaging material not only adds visible sales appeal to your product but makes tough, durable packages that preserve the merchandise.

ETHOFOIL is easy and economical to fabricate—its ductility and toughness act to eliminate rejects and speed up production. ETHOFOIL does not be-

come brittle with age or discolored by light; it does not become distorted by storage in warm places and does not crack or break at low temperatures or in dry atmospheres.

ETHOFOIL is freely adaptable to rigid package requirements. For more complete information write to the Cellulose Products Division of

THE DOW CHEMICAL COMPANY, MIDLAND, MICHIGAN

Branch Sales Offices: New York City, St. Louis, Chicago, San Francisco, Los Angeles, Seattle

Visit Dow Booth No. 304 at Packaging Exposition, Stevens Hotel, Chicago, April 1-4



*Trade Mark Reg. U. S. Pat. Off.

Honorable Mention

1940 ALL-AMERICA PACKAGE COMPETITION

Agfa Ansco, A Division of General Aniline & Film Corp.



The problem which so many manufacturers have long sought to solve—namely, that of increasing the life of a window display—seems now to have reached solution, for Agfa Ansco at least. As is usual in such cases, the means of solving the problem seems simple and obvious—after it has been developed.

The Agfa Ansco displays utilize large photographic blow-ups, lithographically reproduced and mounted to both sides of the display board. A specially constructed easel is hinged to one end of the board. After showing one side for a time, the dealer has merely to turn the unit over and—presto—he has a fresh new display subject. This advantage has proved particularly valuable to dealers employing window displays with elaborate trim, as it permits the long life of the basic window arrangement, yet provides an appearance and effect of a new display with a simple change in the centerpiece and side cards. The construction of the reversing easel is extremely simple and requires no special instructions for the dealer.

The units are reported, by the company, to have received an outstandingly favorable reception from dealers and to be enjoying a virtually doubled lease on life as compared with displays previously utilized. The display has been well received by the trade for which it was intended and, it is claimed, has resulted in increased sales through these outlets.

Credit: Display by Einson-Freeman Co., Inc.



Lipschultz Bros.

This product has been on the market for some time, but previously it was offered in a roll-type package with a simple paper band as its only identification or selling aid. Since the principal demand for this article is from self-service syndicate stores, it was felt that the unat-

tractive presentation of the product retarded sales.

The present package—a transparent wrap—provides complete visibility for the merchandise, keeps it clean, affords eye appeal through the orange and white imprinted design and provides ample space for selling copy. The steering wheel cover is placed lengthwise around a piece of heavy cardboard, then wrapped in the transparent material so that the item is fully visible.

In addition to providing visibility and cleanliness for the product, the new package affords the colorful eye appeal necessary to capture sales in self-service stores. An original order for but a few thousand packages—deemed sufficient for a season's sales—was raised to many times as much within 90 days of the first introduction of the product in its new dress.

Credit: Wraps by Shellmar Products Co.



TOP AWARD

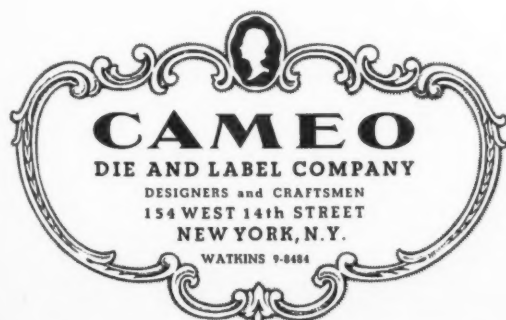
Something New in LABELS

CAMEOFLEX

Cameoflex labels for Meyer & Lange canned delicacies are something new and different in labelling. They are more than accurate multicolor printing on foil. They are specially processed to reflect light.

So satisfactory have been the consumer reactions to this label that the supply of the product cannot keep up with the demand for it.

The Cameoflex process is only one of the exclusive processes we have developed for luxury effects on foil through the mediums of both printing and embossing. We are proud that this process has been so signally honored through the Top Award in the Labels & Seals Group given to Meyer & Lange and wish to compliment this firm on its progressive packaging.



IN CANADA: CAMEO METAL SEAL & LABEL CO., LTD., 371 DOWD ST., MONTREAL

Honorable Mention

1940 ALL-AMERICA PACKAGE COMPETITION

Pacific Coast Borax Co.

This company is widely known for its product "20 Mule Team" Borax. Its hand cleanser, Boraxo, while less generally known, has enjoyed a substantial sale



and distribution. One advertising method used to promote the sale of this product has called for the distribution of small samples to prospective consumers. Such samples have generally been in the form of miniature cans, identical in shape with the large sales package. For more widely broadcast sampling, the company recently adopted transparent pillow-type packages which have proved most effective in the present extensive sampling campaign. On the front face of each package appears a reproduction of the regular sales package, printed in colors utilized on the full-size tin—red, white and black—against a gold background.

On the reverse side of the envelope appear directions for use, the name of the product and the company's famous trade mark—the "20 Mule Team" that used to haul the borax from the mines in the western desert. A corner of the package marked—"tear here and pour"—facilitates use. The package is formed from pre-printed roll stock on the same machine which is utilized to fill and seal it.

Credit: Printed wraps, Shellmar Products Co. Cellophane, E. I. du Pont de Nemours & Co., Inc. Machinery, Stokes & Smith Co.



Wisconsin Cheese Producers' Cooperative

These wraps represent the result of over two years of experimentation and close collaboration between the State of Wisconsin, the Wisconsin Cheese Producers' Cooperative and the suppliers of the wrap material. Traditionally, natural cheese has been marketed in bulk "wheels." The new package makes possible the marketing of units of cheese protected against mold, waste rind formation, dirt and vermin and identified for the protection of both the dealer and the consumer. The wrapper valves off the CO₂ gas formed by the

cheese, and is claimed to inhibit the development of mold on the surface of the cheese for an average term of six weeks, thus insuring distribution and sale of the product free of mold.

The new packages represent one of the first instances in which a state-sponsored brand has been utilized for a product of this sort. The attractive design is printed directly upon the rubber hydrochloride sheeting, the product itself providing a colorful background. Since the wrap is transparent, the advantages of the package are clearly apparent to the consumer who can see that no rind or dry surfaces will be encountered when the product is purchased.

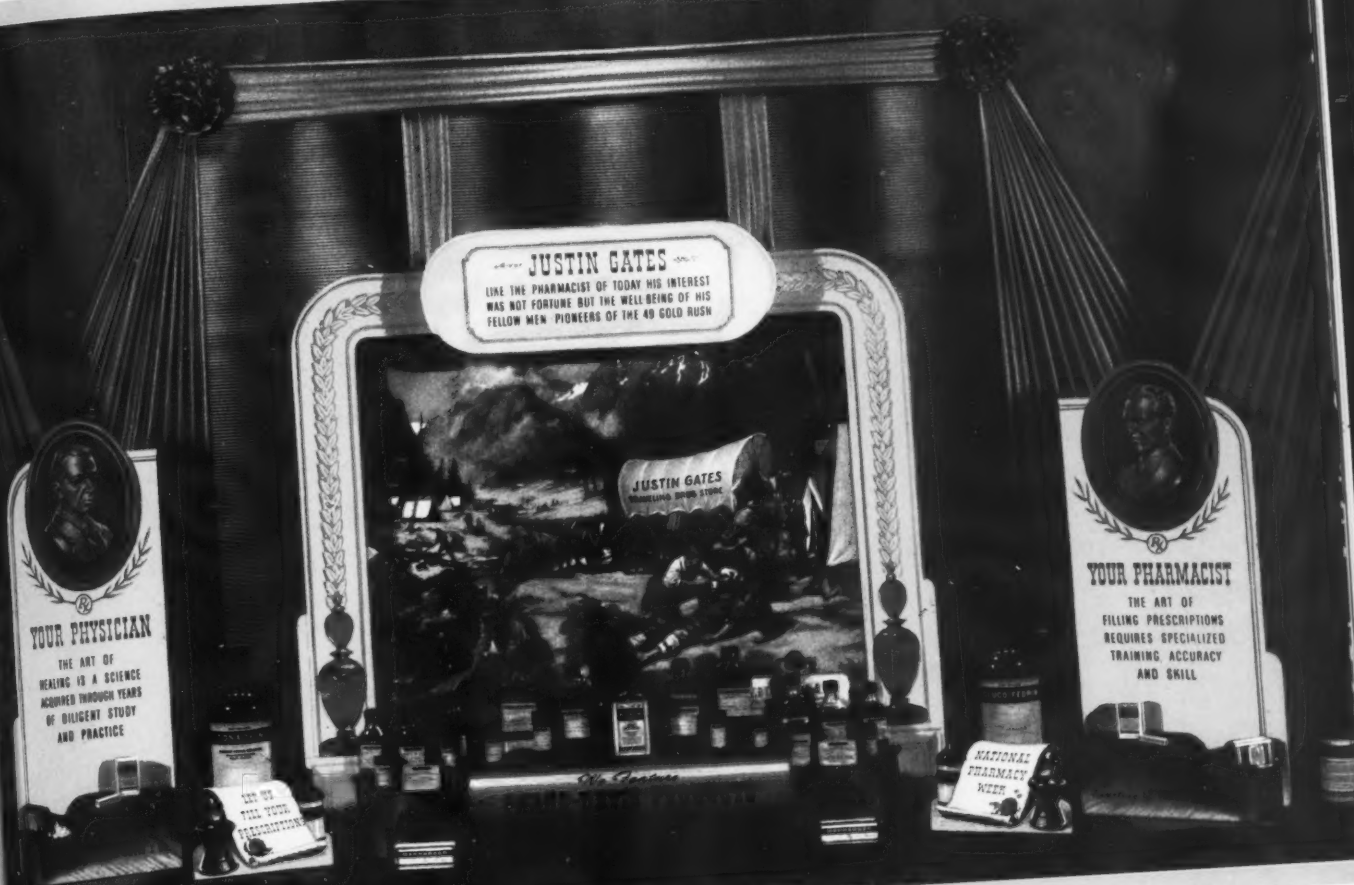
The wrap is applied and heat sealed by a specially developed low-priced semi-automatic machine of extreme simplicity and construction. Sales, in the half year since the introduction of the product to the market, are reported to have exceeded all expectations.



Credit: Pliofilm, The Goodyear Tire & Rubber Co., Inc. Printed by P. P. Kellogg Division of the U. S. Envelope Co. and Neostyle, Inc. Sealing tools, Wells Mfg. Co. Package wrapping machine, Peters Machinery Co.

Top Award

W I N D O W D I S P L A Y G R O U P
A L L - A M E R I C A P A C K A G E C O M P E T I T I O N
N I N E T E E N H U N D R E D F O R T Y

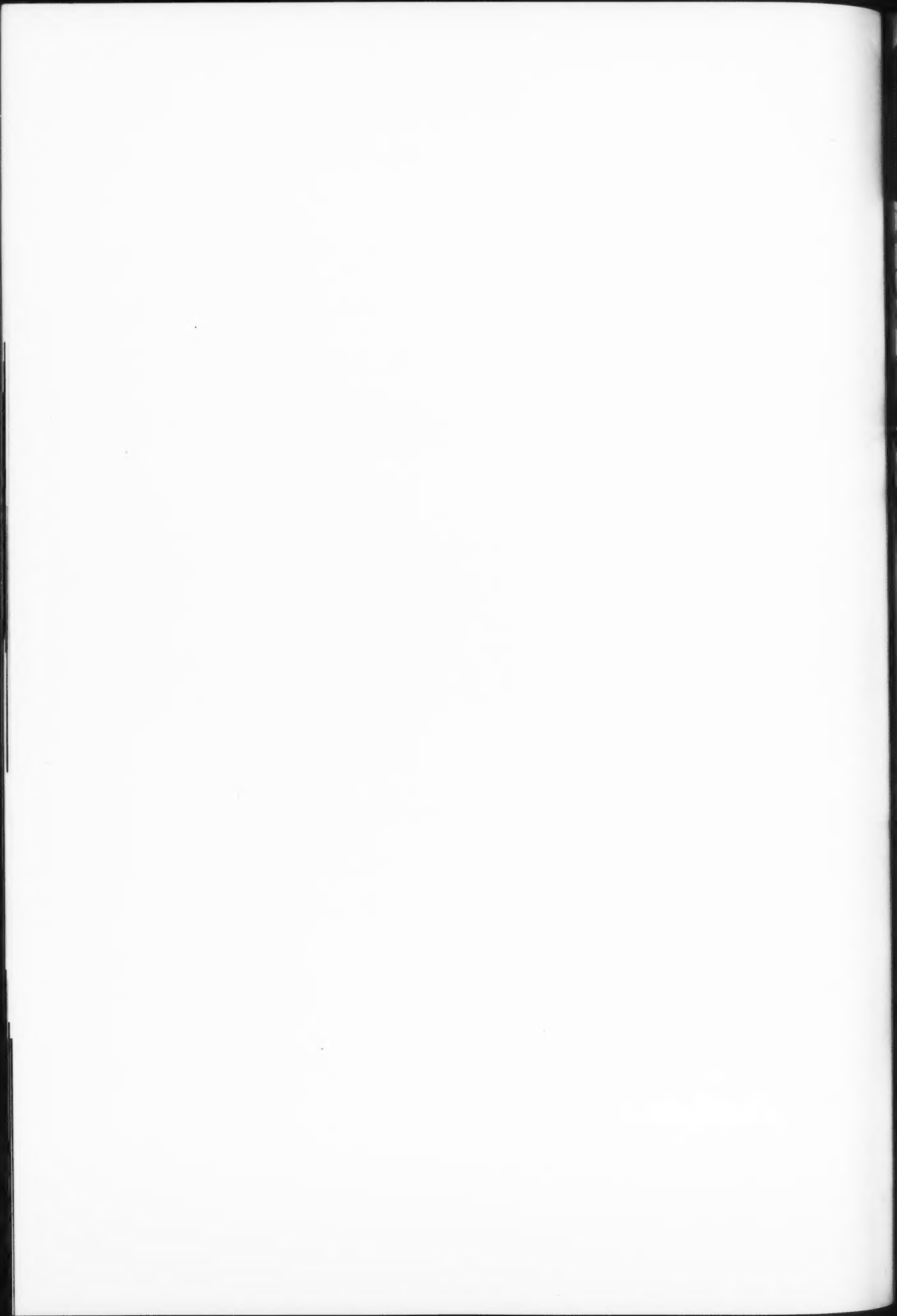


PRODUCED FOR PARKE, DAVIS & COMPANY
BY THOMAS A. SCHUTZ CO., CHICAGO, ILL.
ADVERTISING D I S P L A Y C O U N S E L O R S

WIN greater sales through effective
Point-of-Purchase advertising!

Let us cooperate with you—we are
qualified to help you solve your
merchandising problems.

VISIT OUR BOOTH "NUMBER 707" PACKAGING EXPOSITION, STEVENS HOTEL — CHICAGO, APRIL 1-4, 1941





Is Your Package COMPETITIVE in Style and Color

LOVELINESS in colors . . . each metal can is a symphony of blended tints of red . . . green . . . blue, etc. That is why Heekin Color Lithography on metal is so outstanding . . . so distinctive . . . so attractive to your customers. Heekin Metal Cans are inexpensive . . . yet, they are as modern as Today. Why not let us show you samples of our color reproduction? There's no obligation . . . just two business men talking business . . . in the friendliest of spirit. Perhaps we can benefit mutually by such a conversation.

THE HEEKIN CAN CO., CINCINNATI, O.

HEEKIN LITHOGRAPHED CANS
WITH HARMONIZED COLORS

Honorable Mention

1940 ALL-AMERICA PACKAGE COMPETITION

McKesson & Robbins, Inc.

These labels represent a redesign which abandoned liquor label tradition and sought instead to achieve a distinctive appearance that would attract attention and please the prospective consumer. The new design



utilizes three colors on a rectangular panel, presenting no die-cutting or register problems. Production economy is thus achieved without sacrificing visual effect. While sufficiently sophisticated to attract big city consumers, the simplicity and brightness of color of these labels provide recognition features sufficient even for those consumers whose literacy might be challenged.

Redesign has been extended from the labels to the entire package structure. Flat bottles have slightly recessed side walls to provide for easy gripping and pouring. The bar-size quart is of conventional round shape but is faceted at the shoulders to reflect the light and thus attract greater attention. A viscose neck band carries out the nautical theme by reproducing the brand name on a lifesaver device.

Sales, which had previously been deemed unsatisfactory, are reported to have mounted substantially since the introduction of the new package. Production costs, on the other hand, have been lowered.

Credit: Designer, Jim Nash. Labels, Fleming-Potter Co., Inc. Bottles, Owens-Illinois Glass Co. Caps, Hazel-Atlas Glass Co. Viscose seals, Celon Co.



E. I. du Pont de Nemours & Co., Inc.



"Super-Clear" Varnishes represent the most recent development of the laboratories of the Finishes Division of the du Pont company. The product was formulated as a quality low-priced varnish, designed for use by both professional painters and home owners. Hence a design was sought which would appeal to both of these groups.

As a background on the paper labels, a natural wood-grain was photographically reproduced. This, it was felt, would visualize most graphically the attractive appearance which the product would provide when applied for home decorative purposes. Superimposed upon this walnut background appears the product name and trade mark and the necessary identifying data. Outstanding visibility is achieved by this method both when the packages are grouped as a family and when they are distributed over dealers' shelves in juxtaposition with competitive products.

While no manufacturer wishes to encourage dealers to follow this latter practice, it is well to recognize that dealers will frequently do so.

Credit: Designer, Donald V. Bauder. Printing, Zabel Bros.

HOW TO FASTEN YOUR PACKAGE TO A PRIZE

with stapling and stitching machines

**RESULTS OF 1940 ALL-AMERICA
PACKAGE COMPETITION SHOW
WIDE VARIETY OF
THE BOSTITCH LINE**

TOP AWARD: MACHINERY GROUP A

These buttons were neatly, firmly and quickly stapled with the prize-winning No. 31 Bostitch Sticher shown below in operation. Using the small, narrow crown staple especially suited for small items of this type, the new No. 31 handles from 10 gross to 20 gross per hour, depending on operator's skill and type of button. Another advantage: removing one button does not loosen others on the card.

Among competing button cards fastened by Bostitching were: Bluebird, Lady Washington, Lansing, Mermaid, and Ultra Kraft.



BOSTITCH

fastens it better with wire—

**GIVES YOU ALL THREE
IN ONE FASTENING METHOD**

**1. SALES APPEAL
2. PROTECTION
3. ECONOMY**

TOP AWARD:

FOLDING CARTON GROUP

"The Plant Pantry," with its balanced diet for growing plants, a Top Award winner, was also fastened by a Bostitch machine. This time Bostitch Model EHFS provided the quick, neat and inexpensive fastening method for the individual packages in this complete sales unit.



HONORABLE MENTION:

SHIPPING CONTAINER GROUP

This multiwall bag into which hot rosin is poured, later hardening into a block, is finally sealed with portable Bostitch stapling pliers which permit such heavy packages to be sealed where they stand. Result: a neat, safe package, nicely labeled.



HONORABLE MENTION:

RIGID TRANSPARENT GROUP

Another prize—for Bostitch, this time—for this transparent package displaying the Bostitch B-8 Fastener. Jackknife size—combining desk fastener, pliers, tacker, the tiny B-8 is three times as useful as most such fasteners, yet simple and inexpensive.

LET BOSTITCH HELP MAKE YOUR PACKAGE A WINNER

Nearly 800 Bostitch machines for stapling, tacking, wire-stitching make it easy to select the best type for your particular job. . . Rental and budget plans keep initial cost down. . . Liberal trade-ins permit you to progress economically to larger, faster models as your needs increase. 18 Research Engineers—over 300 representatives in more than 100 U.S., Canadian and other cities, specializing on fastening problems—will help you with suggestions.

BOSTITCH, 56 DIVISION ST., EAST GREENWICH, R. I.
OR, BOSTITCH-CANADA, LTD., MONTREAL

— Tell me about Bostitch B-8 Combination Offer

— Send new folder, free—"Bostitch—the Modern Carding Method".

Name

Firm

Address

Honorable Mention

1940 ALL-AMERICA PACKAGE COMPETITION

Bostitch, Inc.

It would seem at first thought that the problem of winning holiday sales for such an unlikely item as a stapler is a difficult one. But Bostitch, Inc., solved this problem by means of attractive packaging.



The machine itself—a compact pocket-size fastener for desk or secretary—together with a box of staples was placed in a set-up base covered with a clear acetate top. The domed structure of the acetate top provided complete visibility from all angles, yet protected the separate units of the set from loss, pilferage, dust and excessive handling. At the same time, an instant consumer understanding of the nature of the merchandise was facilitated by the high degree of visibility afforded—an essential during the Christmas season, particularly when clerks cannot take the time to “sell” and explain many products.

An appreciable part of the success of the campaign is also attributable to a special gift box, executed in blue and gold, containing a fastener and two boxes of staples which was sold in simultaneously with the transparent acetate display container.

Credit: Bores, Wallace Paper Box Co. Transparent sheeting, Monsanto Chemical Co.



Dermetics Co., Inc.

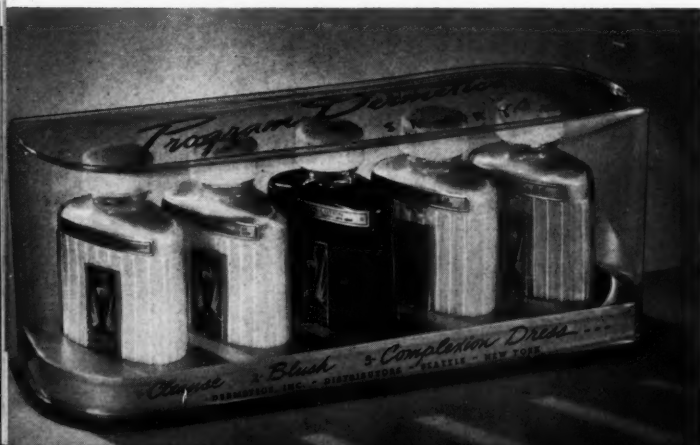
Honorable Mention goes to this company's transparent hooded display container because the unit so efficiently solves a number of difficult problems of merchandising.

A set-up paperboard base was created having a generally rectangular shape, but with the front left and rear right corners rounded to a curve. Surmounting this and telescoping over it was set a rigid transparent hood. The novel shape—half angular, half curved—afforded great eye appeal in itself. But its structure was not designed merely to secure novelty

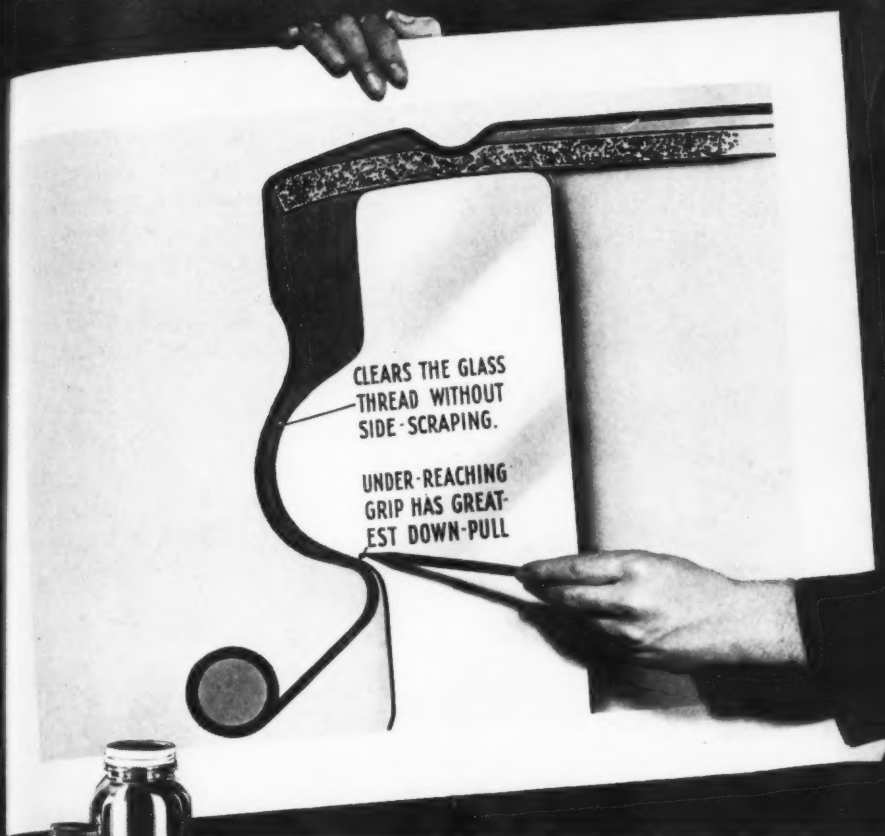
of appearance. The curved surfaces had a number of structural advantages as well. First, they reduced the number of side seams on the transparent hood by half, eliminating two scores. Secondly, they increased visibility through the side walls and enhanced display values, particularly when the package is seen from an angle.

The structure further served to increase the rigidity of the transparent shell, a factor of increasing importance, in view of the numerous transparent packages which have reached the market in bad shape because of the use of too light a weight of material or of a non-rigid structure. The set-up box base is die-cut to provide five receptacles, one for each of the bottles. These receptacles are set at an angle so that, with the utmost conservation of space, each label is fully visible.

Credit: Designer, Korda Graphics. Acetate lid by Union Specialty Mfg. Co. Transparent sheeting, Celluloid Corp. Cardboard base, Karl Voss Corp. Bottles, Glass Container Corp. Plaskon closures, Coll's Patent Fire Arms Mfg. Co.

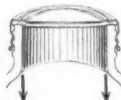


This Hook revolutionized an industry—



The difference between CROWN Screw Caps and all others is the Crown Deep Hook Thread. This patented cap thread hooks *under* the glass thread of the container without side-scrapping or wedging, producing three important advantages:

CAPS SEAL TIGHTER! The under-reaching grip of the Deep Hook Thread gives greater down pull. You get 50% to 100% more sealing pressure with the same application force.



EASIER TO APPLY! With the Deep Hook Thread, practically all undesir-

able side pressure is eliminated. Caps spin on faster. Production is speeded up . . . costs are lowered.

EASIER TO REMOVE! Elimination of side pressure also increases ease of removal considerably. This makes your glass-packed products more acceptable to consumers.



This CROWN improvement in screw caps established a new high standard of sealing efficiency . . . a standard which others, incidentally, have since been trying to equal. Samples and prices of Crown Screw Caps are yours for the asking. Write us today.

CROWN CORK AND SEAL CO. • BALTIMORE, MD.
World's Largest Makers of Closures for Glass Containers

7 Closure Improvements CROWN brought you FIRST

HOOK THREAD



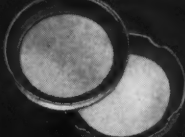
VPO CAP



VENT CAP



SLIP RUBBER RING



PLASTIC LINER

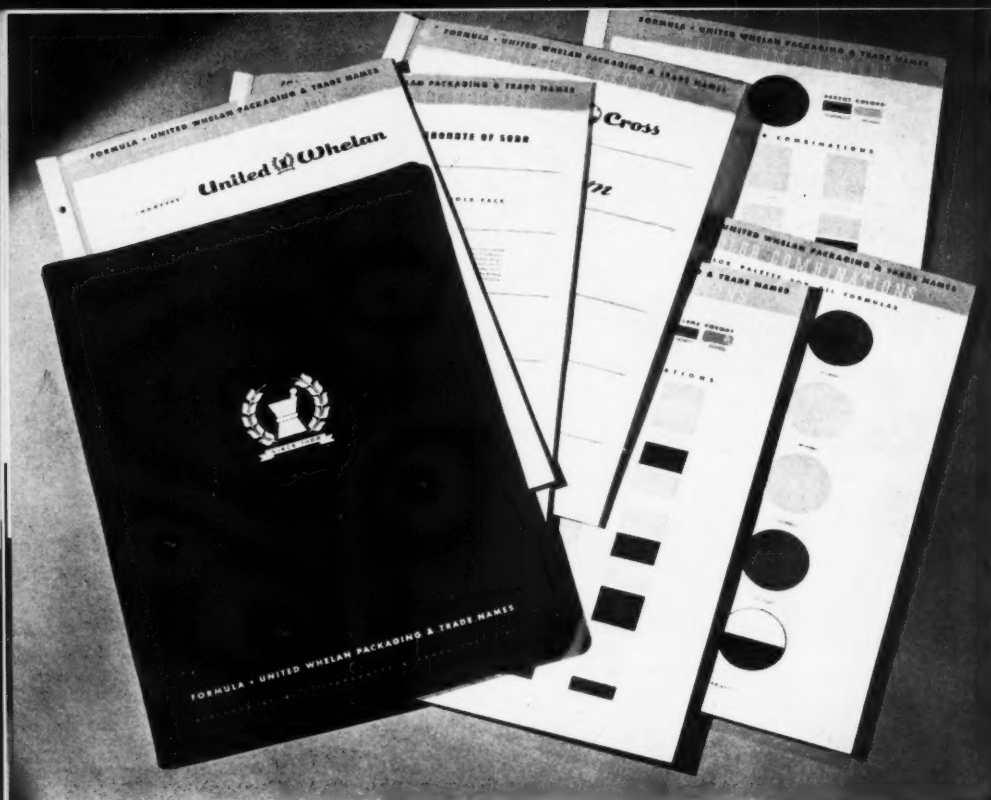


OROLAC LINER



SHORT FRICTION COVER CAP





1. The Formula Book, setting up basic standards and regulations as to color combinations, typography, identification devices, logotypes and trade marks, has proved an indispensable engineering guide during the process of redesign of the Whelan line.

REDESIGN ON A MASS SCALE

United Whelan's "planned packaging" program produces outstanding sales increases

Every year some 30,000 new and redesigned packages reach the market in this country. Package design for the vast majority of these cannot be a scientifically tested and carefully controlled procedure. In most cases, the good taste of the designer plus some limited testing is all that can be relied upon.

When large lines of packages are to be redesigned, manufacturers naturally attempt to utilize a more scientific procedure. So much more is at stake that every effort must be made to ascertain, in advance, the correctness of the proposed designs and their ability to interest and intrigue the consumer, to satisfy the dealer and to build up sales volume. Even in such cases, however, elements of opinion and factors of personality play a great part.

The experience of the United Cigar Whelan Stores Corp.—which has recently redesigned over 300 items and family groups of its products—should prove of particular interest to every packager. For here from preliminary research to final control, every element of package design has been placed upon a scientific plane and every effort has been made to eliminate those per-

sonal factors of taste and opinion which, all too often serve to confuse and sidetrack a redesign program.

That the United Whelan program has been successful—far beyond even the sanguine hopes of its sponsors—is the best possible testimony to the efficiency of the procedures which have been followed. Within a year the median percentage of sales increase for 20 sundry items has exceeded 60 per cent. Within a year a 39 cent toothbrush—newly introduced to the Whelan line—captured 32.1 per cent of total unit sales of all brushes in the same price range. A rubber glove item rose to 22 per cent of total sales of all similar items sold through United Whelan stores and agencies. A toilet tissue achieved 35.2 per cent of total sales, a facial tissue 31.4 per cent. And these are typical cases—not in any sense to be considered as exceptional.

Obviously when such sales increases are to be achieved in highly competitive fields, and often at the expense of nationally advertised brands, the result can be no accident. It arises rather from accurate research, careful analysis, scientific planning and a thorough-going follow-through.

Showmanship in CELLUPLASTICS—

HIGHEST
AWARD
ALL-AMERICA
PACKAGE
COMPETITION

commands attention—helps to Sell!

Once again Celluplastic containers achieve the highest distinction in the packaging field! Once again beauty, color and shatterproof utility prove that they capture the eye, and improve the appearance of a package. This year it's the Sears Roebuck auger bit container, attractive protection for a fine-edged tool.

CELLUPLASTICS are *Shatterproof*

—They won't break!

All types of merchandise are brought into the limelight of popular approval by using Celluplastic containers. Year after year Celluplastic packaging has won recognition for distinctive, durable usefulness. There are strong reasons for these selections.



- SEAMLESS
- *Shatterproof*
- featherlite
- MADE IN ALL COLORS
- DECORATED OR PLAIN

YOUR PACKAGE has an unlimited range in Celluplastics; it wins unbreakable protection, yet appears as dainty as a rose-petal. Let us help sell your products. Make use of our versatile design-service available without cost for re-designing your containers . . .

Send for Samples . . . See for Yourself!

FIRST IN
CELLUPLASTICS
HYCOLOID • CLEARSITE

CELLUPLASTIC CORPORATION

formerly Hygienic Tube & Container Corporation

EXECUTIVE OFFICES AND FACTORY: 46 AVENUE L, NEWARK, N. J.
N.Y. Display Offices: 626 Fifth Avenue, Tel. CI. 6-2425

Survey of Competitive Influences

The merchandise in a modern drug store is divided into the following major groups:

1. Drys—such as epsom salts, sodium bicarbonate, etc.
2. Wets—such as castor oil, spirits of camphor, iodine, etc.
3. Proprietary or patent remedies—such as aspirin, cough remedies, laxative tablets, etc.
4. Toiletries—such as shaving cream, tooth paste, cosmetics, etc.
5. Sundries—such as toothbrushes, facial tissue, paper towels, hot water bottles, etc.

6. General merchandise—such as electrical goods, razor blades, stationery, etc.

Other groups include confections, soda, cigars, etc.

From the foregoing groups, the Whelan management selected 127 items (family groups counted as one item). These items were considered of definite volume and profit importance. Walter G. Baumhoger, President of Whelan's, selected W. L. Stensgaard & Associates, Inc., as packaging counsel and requested as the first step that a survey be made of competitive influences in connection with the 127 items.

1. Obtain information concerning best sellers. Determine what elements in package design and mer-



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2. A vitamin package shown before and after redesign. Note the more interesting typography and the added clarity of detail in the new package. 3. The entire vitamin family including redesigned packages and new items. The steady sales growth achieved by this group reflects consumer and sales personnel acceptance.



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Let your merchandise

Smile at the

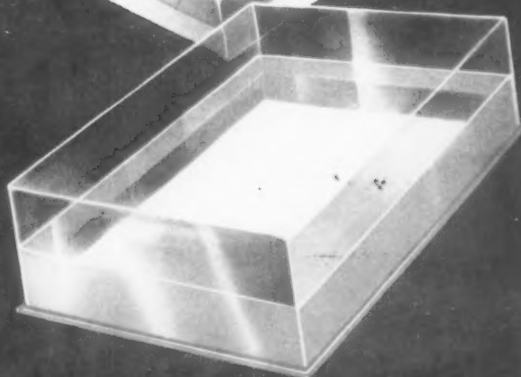
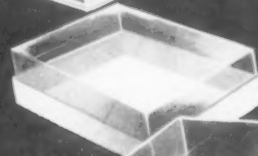
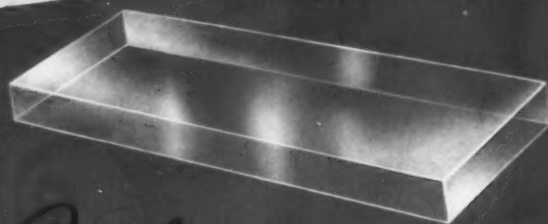
Customer

In a crystal-clear View Pac Container, your product reaches right out to your customer — it's *there*, in all its natural color, shape and texture; it's protected fully from dust, handling, and "shop-wear."

Our transparent packaging service will work with you as though it were part of your own organization, to produce the best container for your product. In printing transparent containers, especially, no one can offer you greater experience or ability or equipment than U. S. E. who pioneered in this important field.

We believe that this packaging service can help you better your sales. You can check on that without obligation. Simply write today for full information.

UNITED STATES ENVELOPE COMPANY
Transparent Container Div.
Springfield - - Mass





SHADOW LACE



WOODLAND SPRAY



CANNON

Again! Cannon Gift Boxes



HOLIDAY



FRAGRANT LOTUS



FINGER TIP TOWEL BOX



by **OLD DOMINION** *Win* **ALL-AMERICA!**



IT'S top honors again for the beautiful set-up boxes of Cannon's gift line and for Old Dominion, which produced most of the novel line—eight boxes of distinctive shapes and varied sizes—each a triumph of the box-maker's art.

Cannon containers by Old Dominion win prizes and sales because they combine appealingly the company's progressive packaging spirit, the clever designs of their packaging department, and the expert service of our company, which knows intimately Cannon's problems and is equipped to solve them.

Packages by Old Dominion have won two top awards and two other high awards in All-America the last five years. This same award-winning service can help you solve your packaging problems. Old Dominion can put a punch in your packaging by coordinating their sales appeal. Call on us.

OLD DOMINION BOX COMPANY *Incorporated*

CHARLOTTE

NORTH CAROLINA

Increase Your Sales! Brighten Up Your Product!

**WITH COLORFUL WILCO PLASTIC
SPRAYERS AND DISPENSING UNITS**

THESE ATTRACTIVE DISPENSING UNITS are manufactured in various sizes and colors for use with numerous liquids, including glass cleaners, cosmetics and food products.

ELIMINATE RUST, CORROSION AND CLOGGING

MADE FROM DURABLE PLASTICS selected to meet your particular needs WILCO sprayers and dispensers are easy to operate and assure efficient and long life service.

LOW COST

THE WILCO COMPANY HAS PIONEERED the development and manufacture of plastic dispensing units and advanced production methods make them available at surprisingly low cost.

AN INVITATION

INVESTIGATE THE POSSIBILITIES of these plastic sprayers and dispensers to increase your sales. Let us send you samples and information.

SILVER DECORATING IS NOW AVAILABLE

UNION
"Long Life"

Glass
Cleaner

SPRAYER

WITH NEW
NON-CLOG
STRAINER

UNION OIL COMPANY
OF CALIFORNIA

WILCO COMPANY

6800 MCKINLEY AVENUE
LOS ANGELES, CALIFORNIA

4. The new drug line of "drys" utilizes rectangular fibre cans with sliding caps and sanitary inner protected top covers. An ethical appearance in layout and color scheme was sought and achieved. Shades of brown and tan are used against a white background.



4

chandising practice accounted for the outstanding sales achieved by these best sellers.

2. Study competitive lines recognizing that competition sets the retail environment for any given package and hence must play a part in determining the structure, price, sales appeal and appearance of any new package.

3. Investigate range of assortments and selling prices. No sensible procedure can be followed unless competitive practices coming under these two headings are carefully analyzed. If tradition or custom in this field has a logical basis for existence, it should be complied with in planning the new packages. If tradition or custom is not logical, the decision to depart from such tradition and to vary the range of assortments or the selling prices may provide distinct competitive advantages for the redesigned packages.

4. Compare with Whelan items and make recommendations as to:

- What items should be added at what prices?
- What items should be discontinued?
- What assortments should be expanded or contracted?
- What prices should be changed?

To obtain the above data the Stensgaard organization developed a code survey card and trained a crew of investigators. For many months, this crew worked in United Whelan stores and elsewhere gathering and compiling its data. By January and February of 1939, survey reports on dries, wets, powder puffs, shaving creams, rubber gloves, hair brushes, razor blades, thermometers, etc., were delivered.

The thorough-going nature of these reports is demonstrated by the following citation—recommendations from a typical report treating of toothbrushes.

A. General review of present line

Whelan at present carries two lines:

- White-Way at 50 cents.
- Whelco at 25 cents.

The White-Way comes in tufted, rounded and small head types. The Whelco comes in two tufted and one rounded styles.

In our opinion, the White-Way (Whelan's top) is well balanced in assortment, although it definitely lacks style appeal and competitively is not priced right—for the following reasons:

- The sale of white handle toothbrushes is limited—and white alone is not sufficiently important to warrant an extensive selection.
- Color in the home—and particularly in the bathroom—is one of the most powerful selling appeals from all viewpoints:
 - Color attracts consumer's attention to article on counter.
 - Color creates more apparent value.
 - Colored handles look more attractive in bathroom.
 - Color, therefore, becomes specific plus denominator to both retailer and consumer.
- The White-Way logotype is not smartly designed.
- Extensively advertised brand names sell regularly at lower prices. Whelan should avoid carrying any price line higher than 39 cents.



5



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5. The new line of "wets" utilizes squat "tip-proof" bottles labeled on their narrow faces and designed especially for medicine cabinets. The United Whelan trade mark is molded into the sides of each bottle and serves not merely as a decoration, but to facilitate hand-holds as well. 6. A family within a family—magnesia items in liquid and tablet forms. The tin container is of the new "push-dot-to-open" type.

We recommend that the White-Way line be abandoned. The Whelco line can be retained. However, it can be made more attractive by having a better selection, better packaging, better pricing.

B. Recommendation

After a careful analysis of the survey reports of competitive influences and specifically of the tabulated report "Comparative Analysis of Basic Price Lines," we suggest the following assortments, prices and concepts.

1. Low Price Line—19 cents

Name: Whelco.

Types: Tufted, rounded, 2 row and small head.

Bristles: Medium and hard in tufted and 2 row. Medium or medium hard only in rounded and small head. Soft only in tufted.

Colors: Opaque plastic—white, blue, green, orchid, yellow, rose and peach.

Packed: In head cap of cellulose.

2. Medium Price Line—29 cents

Name: Ora-Gene (Oral hygiene—name subject

to search for trade name validity).

Types: Tufted, rounded, 2 row and small head.

Bristles: Medium and hard in tufted and 2 row.

Medium or medium hard only in rounded and small head. Soft only in tufted.

Colors: Opaque plastic—blue, green, orchid, yellow, rose, peach—also partial range in transparent crystal.

Packed: In open front box, cellophane wrapped.

3. High Price Line—39 cents

Name: United Cross.

Types: Tufted, rounded, 2 row and small head.

Bristles: Medium and hard in tufted and 2 row.

Medium or medium hard only in rounded and small head. Soft only in tufted.

Colors: Blue, green, orchid, yellow, rose, peach on handles combined with clear plastic.

Packed: In cellulose tube or in heavy quality open end box cellophane wrapped.

The above will represent Whelan's basic or model selection.

7. Before and after in the "dry" line. The old round fibre drum has been replaced by a more compact slide cap container making for better display and greater consumer convenience. 8. Before and after in the proprietary group. Note the careful use of standards from the Formula Book—color scheme, signature band and typography.

7

8



Transparent DRINKEES Dispenser by SHAW

Wins Top Award!



To Shaw Paper Box Company's transparent dispensing container for DRINKEES (paper cups) goes the TOP AWARD in the Rigid Transparent Container Group of the 10th All-America Competition. Because it so neatly combines function and eye-appeal, SHAW'S prize-winning container opens up to DRINKEES the unexplored home-market for paper cups. It's a crystal-clear dispenser that won't crack, and can be hung in kitchen and bath. Feeds the cups out singly and keeps them dust-free and clean!

The merchandising possibilities of Rigid Transparent Containers—the fabricating flexibility—are almost limitless in the hands of a specialist like the Shaw Paper Box Company. What SHAW has done for DRINKEES, SHAW can do for your product. There's no fee or obligation for asking us how to modernize your package!





9

9. Other successful United Cross rubber good items—sales increases, ice cap 128.8 per cent, throat ice bag 45.5 per cent, "DeLuxe" combination syringe 232.6 per cent.

Engineering the Formula Book

A research in the field might disclose opportunities for improving any given package or product. The company could not embark upon its redesign program until another major problem had been solved. This involved the establishment of a master plan which would serve as a continuing guide to the solution of present and future design problems. All those elements of design which could and should be standardized would be embodied within this plan.

The set-up of the Whelan organization was such that seven divisional managers were authorized to approve designs, each for the products coming within the scope of his division. To cope with this situation, the design

organization prepared a Formula Book. The first page of this Formula Book, signed by an officer of the Whelan Corp., read as follows:

"Furthermore, every large organization must adopt specific policies and procedures in order to expedite action, eliminate lost motion—for the purpose of enjoying the thrilling momentum to business given by a common understanding of all such special policies and procedures.

"This sound business principle has been applied to our packaging problem.

"When the Stensgaard organization was engaged to survey own brand developments and design United Whelan packages, the first important assignment was

10



10. The United Cross rubber gloves package now represents 22 per cent of all rubber glove sales; the nasal atomizer increased sales over old unit by 190 per cent; household towels "clicked" immediately with buying public resulting in tremendous volume and turnover.

ANOTHER LEADER CHOOSES *New England Tubes*



TUBE BUYERS: Check up on the Many Extra Services We Give

The exclusive metal toughening "Sheffield Process" which produces stronger tubes is only one of the many advantages we offer. Vitally important to you, also, are the PLUS services developed through 88 years' experience, and the resources of this largest independent manufacturer of collapsible tubes in the world! Chemical product analysis to determine correct metals or interior coatings; expert design service; brilliant decorations; fine clay coated cartons; full range of styles, sizes and openings; filling and closing equipment; quick deliveries; better uniform quality at no higher cost . . . these are some of the things available to make New England Service the most complete and efficient in the history of the tube industry. Tell us, now, how we can best serve you!

ALL DRESSED UP AND SOMEWHERE TO GO!

The fast-growing list of New England tube buyers reads like a who's who of diuqdom! Most recent addition is ARMAND . . . famed cosmetician of Des Moines. Both tubes and cartons for their new BRISK Shaving Cream, were designed and manufactured by our master craftsmen. Here's wishing ARMAND outstanding success in their campaign for national distribution and sales.

NEW ENGLAND COLLAPSIBLE TUBE CO.

3132 SO. CANAL STREET, CHICAGO • NEW LONDON, CONN. • W. K. SHEFFIELD, 500 FIFTH AVENUE, NEW YORK
N. CAY MATTHIEU, 1965 PORTER ST., DETROIT, MICH. • THE WILCO COMPANY, 7016 McKINLEY AVE., LOS ANGELES, CAL.
EXPORT DIVISION: 116 NASSAU STREET, NEW YORK, U. S. A.

to create an engineering guide to achieve design uniformity, continuity and package effectiveness.

"This engineering guide is presented in this formula book—and the formulas herein are to be considered the bible for United Whelan packaging. These formulas have been professionally planned and unanimously accepted by the division managers and the officers of the company."

This volume established basic standards and regulations as to color combinations and typography to be utilized on each group and type of packages. It set up

and illustrated a series of approved identification devices, logotypes and trade marks. It thus provided a fundamental, uniform and consistent plan of package design. Armed with the book, it will be possible for the company to draw new packages and new products directly into the general design scheme. Standards for specifications to suppliers are provided and thus insure against that gradual, almost unnoticeable, change in package colors or plate design which sometimes creeps up upon a sound package as re-runs are ordered and eventually accumulates to disclose a serious deterioration from the original plan.



11

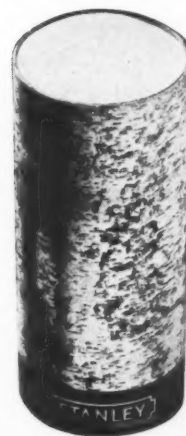
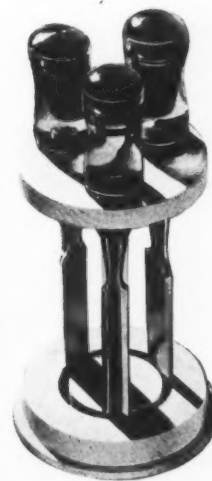
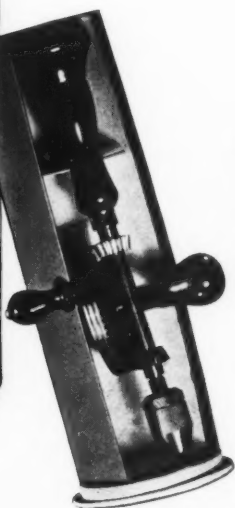
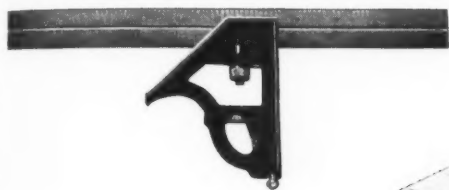
11. The Ladd's line of men's toiletries with cleverly designed "binocular" type bottles and self-standing tubes evinces rich quality and a smart English feeling. 12. Three new items recently introduced. Playing cards and King Size cigarette packages designed with an eye for quality. Colonial Treats, one of a group of ten new candy items,



12

Cambridge Containers Win!

TOP HONORS *for* STANLEY TOOLS



★ tops in package design !!

★ tops in sales !!

★ reasons enough why leaders in packaging constantly look to CAMBRIDGE for container analysis, design and production.

★ WHY NOT AVAIL YOURSELF OF THIS UNIQUE SERVICE?

CAMBRIDGE PAPER BOX COMPANY

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BOSTON

NEW YORK

PHILADELPHIA



13

13. Barbara Lane Tissue—attractively designed, printed in soft pastel colors. Sales over old package within year increased 47.2 per cent for 200 sheet box and 121.5 per cent for 500 sheet box.

Results of Redesign

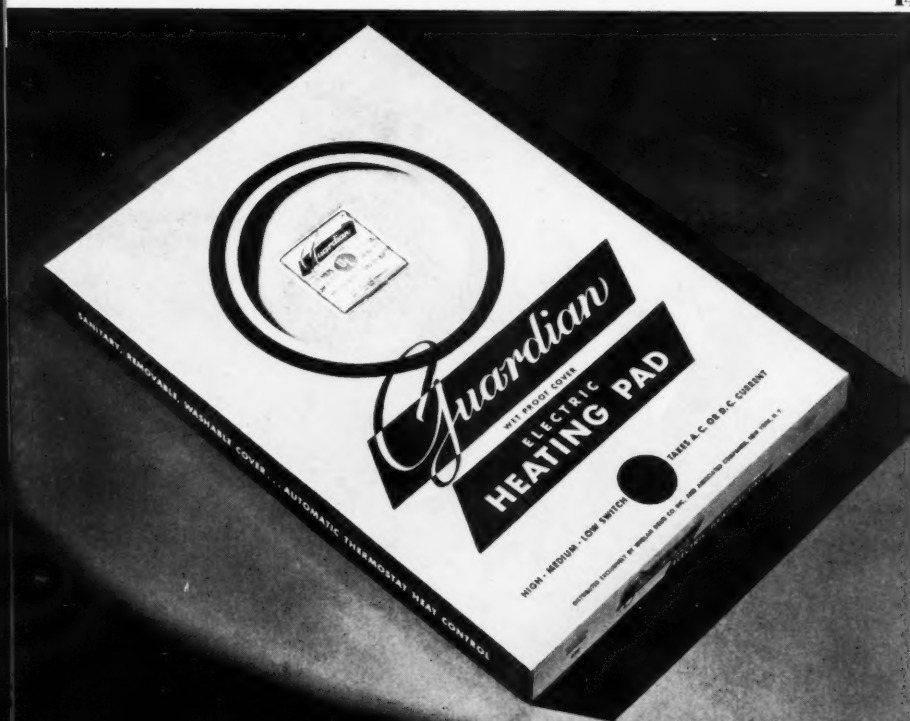
Because of the large number of packages designed and redesigned, it was necessary to develop a job number system. This system now permits of a very exact analysis of each item and of its sales performances. The need for such a system is easily appreciated when it is realized that over 600 individual items, including items within family groups, were designed or redesigned within 24 months. As the work progressed, every redesign item was reviewed and analyzed as to eye appeal, use of color, shelf visibility, effectiveness of trade name, layout and typography. Many new items were recommended and introduced.

Outstandingly successful was the United Cross family of rubber sundries and related sundry items. Here the

new packages met with instant success. For example, United Cross water bottles produced a sales increase, since their introduction in new containers, of 101.4 per cent. The fountain syringe showed a rise in sales of 66.6 per cent. A combination syringe produced a sales rise of 68.8 per cent.

On the basis of sales potential disclosed by these increases, the decision was made to expand this classification by the addition of two more price lines. Designated as the United Cross "Certified" and the "De-Luxe," these too produced highly satisfactory sales increases ranging from 21.5 to 232.6 per cent. An ice cap was added to the United Cross family and brought 128.8 per cent sales increase. A throat bag was added and produced a 45.5 per cent sales increase. More recently a nasal atomizer was added and sales rose 190 per

14



14. Guardian Heating Pad—one of the three redesigned items that accomplished a 45 per cent sales increase in this classification.

MARVELLUM

DULL COAT P A P E R S

Were used By

Mary Lull

CREATOR OF THESE MOST
UNUSUAL GIFT PACKAGES

and WINNER OF
A SPECIAL AWARD
IN THE
ALL AMERICA
PACKAGE
Competition
OF 1940

70122

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*Marvellum Dull Coat papers are available in 70 eye appealing
Shades and Colors.*

The Marvellum Company
HOLYOKE MASSACHUSETTS

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has a soil-proof, scuff-proof and water repellent FINISH applied to our

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MILWAUKEE, WIS.

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MINNEAPOLIS, MINN.

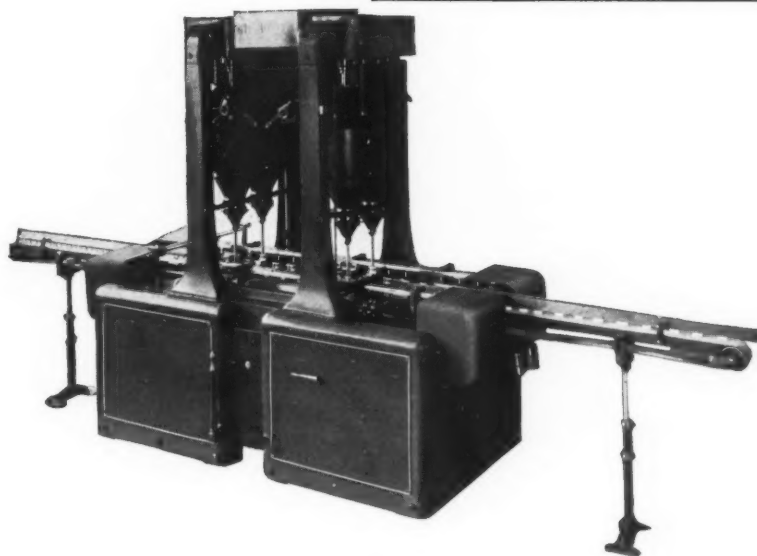
THE QUEEN CITY PAPER CO.
CINCINNATI, OHIO

AMERICAN EXPORTS, INC.
NEW YORK CITY

B. J. BALL, LTD.
AUSTRALIA—NEW ZEALAND

A NEW AUTOMATIC PACKER-WEIGHER!

See it at our BOOTH NO. 509
Eleventh Packaging Exposition
Stevens Hotel — Chicago, Ill.
April 1 to 4, 1941



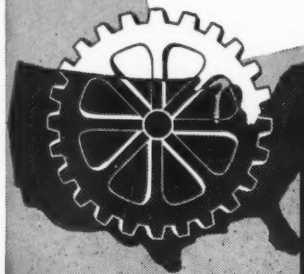
MODEL JN
AUTOMATIC GROSS WEIGHT PACKING MACHINE

This machine is an *Automatic* PACKER-WEIGHER and will also do everything any other auger type packaging machine will do.

It is a PACKER-WEIGHER, VOLUME PACKER, VOLUME FILLER and GROSS WEIGHER all in one machine of *advanced design*. It will operate in one or two lines as your packing room layout may require, or it can be used as a BULK FILLER and CHECK WEIGHER.

If you package powdered, granular or paste materials, this machine warrants your full investigation.

For detailed specifications
write for the MODEL JN
CIRCULAR



U. S. AUTOMATIC *Box Machinery Co. Inc.*

Owning and Operating

NATIONAL PACKAGING MACHINERY CO. • CARTONING MACHINERY CORP.

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Branch Offices: NEW YORK CHICAGO, ILL.

cent and a throat and nose atomizer produced an increase of 46.5 per cent.

The United Cross family has now grown to include gauzes, bandage strips, cotton, adhesive tape, dental floss, fever thermometers and many other items. The United Cross toothbrush at 39 cents (the brush recommended for inclusion in the analysis previously cited as an example of research recommendation) now produces 32.1 per cent of total unit sales in that price range. Previously, the company had no product in that range. Within a year the new product has captured one-third of the total volume of business being done by all toothbrushes in the 39-cent range through United Whelan outlets.

Another redesign is represented by the "Barbara Lane" tissue package which replaces the company's old "Tyra" facial tissues. The new design utilizes soft pastel colors. The 200-tissue package has, within a year, produced a sales increase of 47.2 per cent. The 500-tissue package doubled sales soon after its introduction and has come on to achieve a present increase of 121.5 per cent.

The "drys" and the "wets," the backbone of the drug trade, were designed in a professional, ethical manner. A comparison of the old with the new design shows a marked improvement. This added eye-appeal value has accomplished a steady, consistent growth in public acceptance.

In the past six years vitamin sales in drug stores have increased 150-fold. Whelan has enjoyed its share of this sales ascendancy. Within a few short years, it is expected that total vitamin sales will reach \$100,000,000.

In reviewing the packages, it was decided to redesign them and also add many new items. Vitamins suggest energy, sunshine, cheerfulness—and the redesigned package reflects these zestful elements, in typographical treatment, modern layout, as well as color combination (orange, white and blue). The photographs reproduced herein show the wide range of items and a comparison of the old with the new.

The men's toiletries line packaged under the family name of "Ladd's Imperial"—lather and brushless cream in self-standing tubes, brushless in jar, shaving bowl, talcum, hair tonic, after-shave lotion (and soon razor blades)—smartly designed in a green and brown color scheme on rich tan textured paper stock, toned to a British atmosphere—is showing a gradual, healthy upward swing in sales response. It is expected that this line will double its business within twelve months.

In this major task of designing 600 packages, it is admitted that there have been several slow-selling "dogs and cats." However, in no instance has any new item proved a "flop" nor has any redesigned item contributed less business than its predecessor. And over all, the experience proves that visual rightness is often just as important as the item itself.

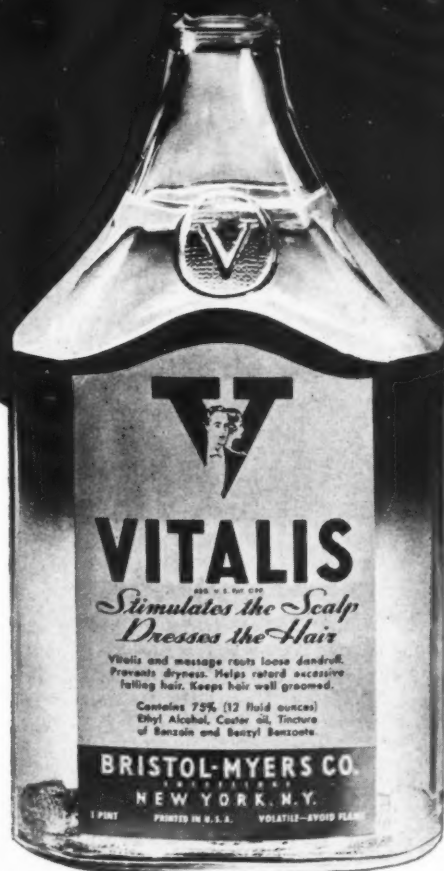
Merchandising Principles

The company seriously endeavors to make available merchandise items which insure complete consumer satisfaction and hence earn repeat business. Standards have been established to assure purity, uniformity and quality. Every item is guaranteed of satisfaction or purchase money is refunded. (Continued on page 356)



15. A group of patent medicine items—smartly designed with use of pleasing color reflecting visual rightness and eye appeal on shelf and counter or in window.

VITALIS ADOPTS NEW PACKAGE



BRISTOL-MYERS DESIGN WINS TOP AWARD GLASS CONTAINER GROUP

The Vitalis bottle, pictured on this page, won Top Award in the 10th All-America Package Competition, Glass Container Group.

This distinction emphasizes the quality of one Diamond Glass container. Actually, every bottle turned out by our organization

is of equal quality. We cater exclusively to packagers utilizing bottles of fine precision and brilliant beauty.

Diamond Glass Co. is an organization of glass engineers devoted to the manufacture of specially designed glass containers, tailored to individual specifications.

DIAMOND GLASS CO.

ROYERSFORD

PENNSYLVANIA

PACKAGING EXPOSITION AND CONFERENCE

The annual Packaging Exposition and Conference, sponsored by the American Management Assn., will be held in Chicago, from April 1 to 4, at the Stevens Hotel. The program of the Conference incorporates a change from previous procedure in that concurrent sessions have been eliminated. It is hoped that this re-arrangement of sessions will permit registrants to attend any or all sessions without necessitating a choice between two or more sessions running simultaneously.

Listed below will be found a guide to the Conference sessions. On later pages of this article appears a complete list of the Exposition's exhibitors with descriptions of each exhibit. While all listings are accurate as of the date of publication, some last minute changes may be introduced. Modern Packaging, in its April issue, will publish a complete report on the various Conference discussions.

Tuesday Morning, April 1

Chairman, Ray Schaeffer, Vice Pres., Marshall Field & Co.

9:30: A Case History of Informative Labeling

Fred C. Hecht, Mgr., Packaging Div., Sears, Roebuck and Co.

10:30: The Economics of Packaging

E. A. Throckmorton, Gen. Mgr., Sales Promotion, Container Corp. of America. Mr. Throckmorton's speech will be followed by a discussion on the part of a consumer, a manufacturer and a dealer, presenting the point of view of his particular group.

Tuesday Afternoon, April 1

Moderator, Ben Nash, Pres., Ben Nash, Inc.

2:00: How Does the Defense Program Affect Packaging?

Defense Council: D. C. Everest, Pres., Marathon Paper Mills Co., and special consultant to Industrial Materials Div., the Advisory Commission to the Council of National Defense

Production management: Dean E. Rueckert, Packaging Engineer, Swift & Co.

Metal: Dr. R. W. Pilcher, Research Dept., American Can Co.

Plastics: B. F. Conner, Vice Pres., Colt's Patent Fire Arms Mfg. Co.

Transparent sheeting: P. M. Gilfillan, Vice Pres., Shellmar Products Co.

Machinery: H. H. Leonard, Pres., Consolidate Packaging Machinery Corp.

Shipping containers: G. T. Henderson, Director, Package Laboratory, The Hinde & Dauch Paper Co.

Wednesday Morning, April 2

Chairman, Oliver F. Benz, Vice Pres., Packaging Div., American Management Assn.

9:30: The Permeability of Containers to Water Vapor

Warren Emley, National Bureau of Standards, U. S. Dept. of Commerce

10:30: Display Value in Package Merchandising

W. L. Stensgaard, Pres., W. L. Stensgaard & Associates, Inc.

11:30: The Standardization of Container Capacities

Alex Pisciotta, Director, Bureau of Weights and Measures

Luncheon

Chairman, Alvin E. Dodd, Pres., American Management Assn.

1:00: How the Warring Countries Met Their Packaging Problems

I. M. Sieff, Vice Chairman, Marks & Spencer, Ltd.

Wednesday Afternoon, April 2

Chairman, George R. Webber, Mgr., Package Development Bureau, Standard Brands, Inc.

2:30: Versatility in Gluing Mechanisms

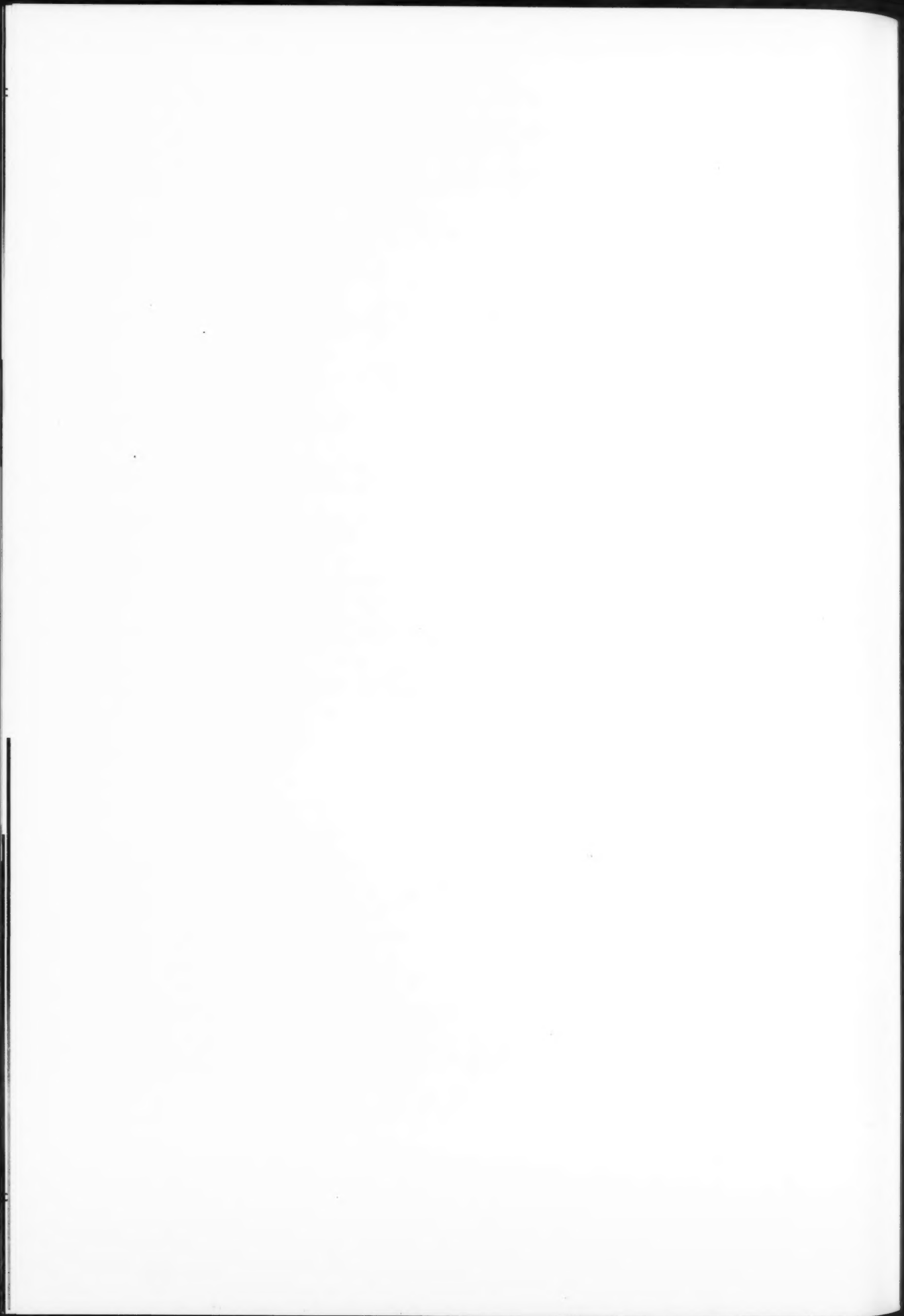
Dr. F. C. Campins, Chemical Engineer, National Strach Products, Inc.



Highest Award
ALL AMERICA
PACKAGE COMPETITION
1940

REPRODUCTION OF LABEL PREPARED
AND LITHOGRAPHED FOR
MEYER AND LANGE
NEW YORK CITY

BY
CROCKER-UNION
DESIGNERS · LITHOGRAPHERS · PRINTERS
PLANTS AT
SAN FRANCISCO · BALTIMORE





WE, THE PEOPLE—

To generations of vigorous and industrious folks "we, the people" are indebted for the establishment of our Nation's free institutions—worship, speech, assembly and occupation, to mention only a few. However, each succeeding generation must earn by hard work, devotion to duty, loyal cooperation and productive achievement the right to be free . . . We, at Rhineland, accept the challenge. American to the very core, this progressive organization girds for the days ahead. Plant extensions go forward, modernization proceeds, personnel and plant march on united in a common cause At home and in the far corners of the earth, Rhineland products will continue to merit preference. They'll continue to range from the best that's made to the cheapest that's good.

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Laminated Frozen Food Wrappings
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Coffee Bag Papers

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41 Park Row

LOS ANGELES
1306 Newton St.

MINNEAPOLIS
713 Pence Building

3:30: Manual vs. Machine Operations as Cost Factors

E. A. McElwain, Gas Mask Plant #2, Johnson & Johnson

Thursday Morning, April 3

Chairman, Douglas Kirk, The Quaker Oats Co.

9:30: Trends in the Use of Lumber for Shipping Containers

Ralph W. Marquis, Div. of Forest Economics, U. S. Forest Service

10:30: Packing and Shipping Specifications on Army and Navy Shipments

A. W. Luhrs, Pres., Container Testing Laboratories

11:30: Corrugated Board and Its Component Parts as Engineering Materials

T. A. Carlson, Forest Products Laboratory, U. S. Dept. of Agriculture

Thursday Afternoon, April 3

Chairman, R. F. Weber, International Harvester Co.

2:00: Shipping Container Clinic

At this session, 14 companies, in as many industries, will submit their shipping containers to the group attending the clinic.

A series of designs, "packages of the future," prepared by members of the Society of Designers for Industry, will be exhibited at the Packaging Exposition.

A GUIDE TO THE EXHIBITS

Aluminum Co. of America

BOOTH NO. 504

Presentation of a wide variety of packages which utilize aluminum foil as a base. Aluminum seals and closures.

Anchor Hocking Glass Corp.

BOOTH NO. 3

Privately lithographed and designed metal and molded closures, new and redesigned lightweight glass containers for foods, drugs, cosmetics, wines, etc., and glass premium ware.

Armstrong Cork Co.

BOOTH NO. 401

Exhibit of caps, both molded and metal and cork closures of the company's manufacture. Also on display will be glass containers and viscose bands.

Bakelite Corp.

BOOTH NO. 402

Exhibit of packages and package parts fabricated from the company's plastic materials.

Better Packages, Inc.

BOOTH NO. 610

Exhibit of manual and power-operated dispensers for gummed tape as used in sealing shipping containers. Also an entirely automatic machine for closing and applying gummed tape to containers in a conveyor line.

Bostitch, Inc.

BOOTH NOS. 615-616

Wire stitching and stapling machines for packaging, carding, sealing shipping containers and other fastening operations.

J. P. Brunt & Co.

BOOTH NO. 506

Exhibit of corrugated fibre boxes and corrugated paper products.

B. H. Bunn Co.

BOOTH NO. 607

Exhibit of the company's package and bundle tying machines.

Celluloid Corp.

BOOTH NO. 308

Display will present a panorama of American products utilizing transparent packages. A section of the exhibit will present the company's prize-winning entries in the All-America Competition and the "5 & 10" contest. A refrigerator case will be filled with transparent acetate wrapped perishables such as meats, dairy products, etc.

Central States Paper & Bag Co., Inc.

BOOTH NO. 602

An exhibit of transparent containers and other products of this company's manufacture.

Geo. V. Clark Co., Inc.

BOOTH NO. 716

An exhibit of transparent acetate containers, metal containers, as well as containers of acetate and metal and acetate and paperboard.

The Cleveland Container Co.

BOOTH NO. 614

Presentation of fibre containers and transparent containers of the company's manufacture.

(Continued on page 328)



For each purpose - ONLY ONE SERVES BEST

The trotter and the draft horse are not competitors; each is bred and trained for his particular role.

On the same principle, there are today 8,500 adhesives formulae on file in Arabol laboratories; 900 are in active demand; each serves best for one particular purpose.

Modern packaging, labeling and shipping call for many different types of adhesives—for use on many different materials—to be applied by several different methods. For each job and each method of application, there is one Arabol adhesive specifically made.

The Arabol Representative who calls on you is technically trained—well qualified to help you find the

one best answer to each of your adhesives requirements. Many problems can be whipped right in your factory, in one day. At all times, he can call upon any of three laboratories for quick action on new or special needs. See the Arabol Representative when he calls.

WRITE us for Bulletin No. 25. Let us tell you of current developments in gums, glues and pastes for each particular requirement in packaging, labeling and shipping.

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And—for Your Offices—



You'll find sound values in the pastes, glues and mucilages made by a firm with 55 years' experience in supplying the adhesives requirements of a hundred industries. Write us for the name of the nearest Arabol distributor.

Adhesives? ARABOL!



F. D. A. Annual Report

The annual report of the Chief of the Food and Drug Administration for the fiscal year ending June 30 has just been released for publication. Since the report covers the period of transition from the Food and Drugs Act of 1906 to the present Food, Drug and Cosmetic Act, it should prove of great interest to all packagers who had been affected in one way or another by the new law. In introducing his report, W. G. Campbell, Chief of the Administration wrote:

"Constructing a ground work strong enough to support efficient and adequate enforcement of the new Food, Drug and Cosmetic Act has been a basic responsibility during the year. New fields of Federal regulation, such as cosmetics, devices and containers, have required exploratory survey work. The establishment of food standards, the cornerstone of food-law enforcement, has demanded extensive investigation and review. While the detailing of more experienced men for training new members of the staff has temporarily reduced the output of the former, there will be available next year about 100 more trained professional employees than have ever before been engaged in Federal food and drug law enforcement. At the end of the fiscal year the professional force so engaged numbered 519, including this new personnel.

"During this period the industries affected by the

1938 law have also been undergoing adjustments essential to compliance with the provisions of the new act. Administrative officers, in both Washington and the field, have discussed before trade groups, conventions and in individual conferences the provisions of the new law and the industry's obligation in meeting its requirements. It has been necessary for the producers to solve formidable manufacturing and packaging difficulties as well as to make drastic labeling revisions. Most members of the industries affected have ascertained what they must do and have taken final steps toward that end. The small minority of firms which, because of carelessness, of ignorance or of deliberate intent, have not yet complied with the provisions of the act will now be given regulatory attention."

Enforcement Statistics

Despite the far broader scope of the new Act, there has been a surprising decrease in the number of criminal prosecutions and seizures made during the year 1940 as compared with the previous year (the last year under the old Act). This decrease is demonstrated in Table 1, where it will be noted that the total criminal prosecutions dropped to less than half the 1939 figure and show an increase in no single category. It should also be noted that the number of seizures dropped substantially though not to as great a degree as did the

TABLE 1.—Summary of interstate samples on which criminal prosecutions and seizures were based, 1939–40

[Food and Drugs Act of 1906 and Food, Drug, and Cosmetic Act of 1938]

Item	Criminal prosecutions		Seizures		Total	
	1939	1940	1939	1940	1939	1940
Foods	319	224	1,599	1,281	1,918	1,505
Stock feeds ¹	29	13	2	7	31	20
Drugs and devices	308	99	362	375	670	474
Cosmetics	49	1	85	34	134	35
Total	705	337	2,048	1,697	2,753	2,034

¹ Includes dog and cat food. Practically all cases involving stock feeds were initiated by State officials.

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For soap, chemicals, dyes, etc., or wherever an alkali condition exists.

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GUMMING

With the strength and surface qualities for your particular needs.

BAG PAPERS

For coffee, flour or any product that requires special qualities.

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For flint, friction and plate finishes. Special grades for greeting card, printing and embossing.

LACQUERING PAPERS

With a surface specially adapted to lacquer application.

BOARD LINING

Board Lining and Combining Papers, both free and groundwood, for board mills and box makers.

FOIL MOUNTING PAPERS

Developed after years of research.

PYROXYLIN PAPERS

High super finishes to secure best results with minimum of coating solution.



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There's a Fitchburg paper to wrap or package your product no matter what your problem. Cast your eye over the list and see what wide possibilities Fitchburg offers to packagers of difficult products or ones that undergo severe stresses of weather or handling or shipping.

To converters, as well as to packagers who do their own converting, Fitchburg offers a reliable source of supply for all paper needs. Our extensive production facilities assure prompt delivery.

Fitchburg Paper Company

Founded 1861

Sales Offices: 250 Park Avenue, New York City

Mills: Fitchburg, Massachusetts



criminal prosecutions. Seizures increased in the stock feeds group and the drugs and devices group but decreased in the food industries and in the cosmetic field.

The explanation for this decrease is to be found in the disposition of the Administration to take cognizance of the difficulties which manufacturers have had in adjusting their labels and packages to the new regulations. In general, the tendency during the year in question has been to attempt to secure compliance with the law by negotiation rather than by court action or seizure, except in the more flagrant cases.

With the increased knowledge which manufacturers now have of the law's requirements and with the establishment of precedents on the basis of seizures and court actions already made or instituted under the new act, it is doubtful whether the 1940 low record in both the prosecution and the seizure groups will be maintained during the present year.

Food Adulterations

In respect to the food adulteration provisions of the Act, Mr. Campbell had the following to say:

"The marked change for the better noted in the sanitary conditions of the Chesapeake Bay crab-meat industry at the close of the 1939 fiscal year has continued. Apparently the continuing stern attitude of the courts and the more severe penalties of the new act have influenced the packers to heed the warnings and follow the suggestions of State inspectors, who maintain a close surveillance over their operations. After repeated constructive recommendations year after year, the Federal survey parties, composed of inspectors and bacteriologists, discovered during this year's inspections that those practices known to have contributed pollution to crab-meat during preparation and handling had finally been corrected. As a result, extensive regulatory operations were not necessary, except in the case of three particular plants, two of which were the sources of crab-meat involved in alleged food-poisoning outbreaks.

"In the Atlanta station's territory the majority of objectionable practices disclosed by previous surveys had been discontinued in all but three plants. It is significant that in all of the establishments showing improved sanitary conditions the management had exerted itself to maintain a much higher grade of supervision than had been the case previously. In the New Orleans station territory, crab-meat conditions, while improved in some areas, were as a whole no better than those reported last year. In a limited section, sanitary conditions were found to be deplorable. Official sampling showed that the pollution evidenced in the plants was carried into the distributed crab-meat. Prompt follow-up of reported shipments resulted in the removal of offending products from consumer channels. At the end of the fiscal year consideration was being given to the employment of the proceedings authorized in section 302 of the act, to restrain by injunction the production of polluted crab meat for interstate distribution.

"Continual surveillance of candy was maintained to apprehend lots bearing concealed or imbedded trinkets. Only one such lot was encountered, resulting in seizure of a consignment of soft, marshmallow-like candy with imbedded shiny metal rings."

Food Poisoning

"Investigation of 109 alleged food-poisoning outbreaks," the report states, "was made during the fiscal year to determine whether the food suspected or complained of was in violation of the Food, Drug, and Cosmetic Act. The number is substantially larger than that reported in each of the last 5 years. There was no seasonal fluctuation in the incidence of the alleged outbreaks and geographical distribution of the cases was reasonably uniform throughout the country. Suspected outbreaks were investigated in 30 States—12 in the East, 10 in the Middle West, and 8 in the West.

"As usual, the large majority of the cases investigated could be classified as attacks of gastroenteritis in that the symptoms were primarily disturbances of the alimentary tract. Of the 109 inquiries conducted, 90 involved investigation of this type of illness, 8 involved cases diagnosed as botulism, and 11 were connected with cases exhibiting either unusual symptoms or rather dubious preliminary evidence of illness ordinarily traceable to food infection or food intoxication.

"Of paramount interest because of the resulting fatalities are the botulism cases. In each of four of these cases two deaths occurred and in each of three cases there was one death, whereas in the eighth case the victim who had tasted the poisonous food very sparingly eventually recovered following the administration of antitoxin. One case is of particular interest since it was caused by the consumption of home-canned tomatoes, an acid food not generally regarded as capable of supporting growth and toxin production by the botulinus organisms. Nevertheless, laboratory examination of a sample from that outbreak disclosed the presence of type B *Clostridium botulinum* and its toxin in the tomatoes. In addition to the home-canned tomatoes, the foods incriminated in the botulism outbreaks were spinach, beet greens, black-eyed peas, pickled tongue, white figs, peppers, and beets. The spinach was the product of a cooperative canning project that had produced a small pack. Following examination of samples by the Administration, distribution was terminated and outstanding stocks were recalled and destroyed. All other products involved in the botulism cases were home-canned, or, in the case of the tongue, home-cured. Laboratory confirmation of the diagnosis was possible only in the case involving tomatoes, but the clinical pictures in the other cases were typically those of botulism.

"Among the gastroenteritis cases it is interesting to note the frequency of outbreaks attributed to 'tenderized' ham, of which 17 were the subject of investigation. Cases in which tenderized ham was responsible



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food occurred in larger number than those traced to any other one product. Next in importance were custard-filled pastries, responsible for 10 outbreaks; and chicken or turkey dishes, suspected in 9 instances. Other products toward which suspicion was directed, and was in some instances confirmed, were beverages, candy, crab-meat, cheese, ice cream, milk, fish, flour, meats other than ham, canned vegetables, olives, baby food, cake, mayonnaise, nuts, eggs, cereals, and sirup. Although one outbreak at an educational institution involved nearly 400 students, and a total of approximately 1,800 individuals were affected in the 90 gastroenteritis cases, only 4 deaths were reported. One death was caused by a fluorine compound used in flour by accident; 1 death was traced to secondary causes aggravated by bacterial food poisoning; and 2 deaths were eventually thought to have been caused by a parasitic infestation.

Filth and Decomposition

"The last two annual reports discussed the campaign against filthy candy launched during the fiscal year 1938. Regulatory operations were then directed mainly toward the removal from the market of confectionery which had become infested in the hands of dealers at destination points, generally due to too long storage or storage under adverse conditions. The effect of that campaign is reflected in a great reduction of seizures of storage-infested candy. Efforts are more generally made now to restrict stocks of candy on the shelves with a resulting quicker turn-over. With the advent of the new Food, Drug, and Cosmetic Act came a new adulteration provision which holds a food to be adulterated if it has been prepared, packed, or held under insanitary conditions whereby it may have become contaminated with filth, or whereby it may have been rendered injurious to health. This new provision is in addition to the one carried over from the old law which deems a food adulterated if it consists in whole or in part of any filthy, putrid, or decomposed substance. It had been recognized that a small fringe of the confectionery manufacturing industry has attempted manufacturing operations under deplorable sanitary conditions. While actions have been consistently brought in the past, whenever objective evidence of filth was found in interstate shipments of the product, in too many instances the insanitary practices involved the introduction into the candy of contaminating impurities in a form very difficult, if not, impossible, of objective detection. Armed with the new provision which authorizes seizure of interstate shipments from a factory whose sanitary conditions are such that the output may have been contaminated with filth, whether or not objectively determinable, inspectors of the Administration during the year made sanitary inspections in more than 150 candy factories. This type of inspection permits the development of supporting evidence for seizures under the new section of the law. While in some factories candy was being manufactured

under conditions which would inevitably result in highly objectionable contamination, the output of such manufacturers represents a very small proportion of all of the candy on the market. The inspections revealed that cleanly conditions prevail in the majority of the manufacturing plants. There were 66 seizures of confectionery in 1940 because of filth or because of production under insanitary conditions. Criminal prosecutions have been recommended in the case of 2 manufacturers responsible for 26 interstate shipments of adulterated candy.

"One hundred and five consignments of insect-infested flour were seized, as compared with 205 seizures during the previous year. The millers continued the practice of making smaller-lot shipments in a serious effort to avoid an accumulation of flour in dealers' hands and in warehouses, where infestation is likely to occur, particularly in areas where hot, damp weather prevails. Seizure because of insect or rodent contamination was made of 45 consignments of miscellaneous cereal and alimentary products, such as corn meal, grits, breakfast cereals, rice, rye meal, macaroni, spaghetti, and noddles. In 1939 seizures of miscellaneous cereal products amounted to 35.

"Attention to shelled peanuts, particularly consignments intended for peanut-butter manufacture, was continued and 4 lots were seized. Fifty-three seizures were effected on peanut butter because of insect contamination and other filth, in contrast to 4 seizures in 1939. The peanut-butter project was conducted through factory inspections, official sampling of lots produced under insanitary conditions, and examination of the samples for insect debris and other filth by a new method adopted for field use in August 1939. Wormy or moldy conditions were responsible for the seizure of 53 additional consignments of other types of nuts, except pecan meats which will be discussed separately. The 1939 almond crop did not present a regulatory problem comparable with the heavily infested 1938 crop. Two seizures were made this year of shipments of 1938 almonds; the shipper immediately recalled all outstanding consignments of the held-over nuts. Examination of 40,404,000 pounds of imported nuts offered for entry was made and 832,938 pounds were detained because of filth or decomposition, which shows a decrease in the proportion of objectionable nuts when compared with the 1939 figures of 32,376,000 pounds examined and 1,028,000 pounds detained.

"With the development of an objective bacteriological method to demonstrate bacterial contamination of pecan meats, and with the broader powers the new act gives the Federal enforcement officers to control products prepared under insanitary conditions conducive to filth contamination, a campaign was inaugurated to control shipments of those few pecan-shelling establishments that have been operating under exceedingly filthy conditions. As a preliminary to regulatory action the industry was put on notice with an announcement calling attention to objectionable practices and making specific (*Continued on page 338*)



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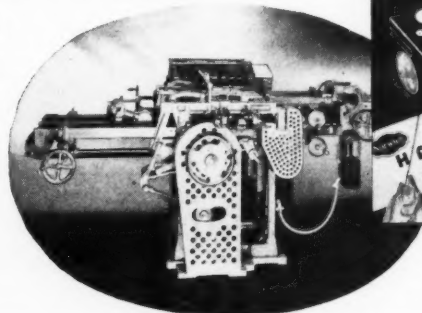
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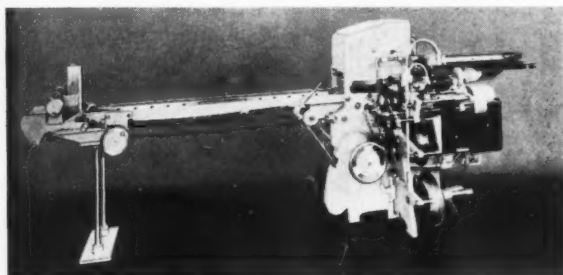
Equipment and Materials

NEW DEVELOPMENTS IN PACKAGING MACHINERY • METHODS and SUPPLIES

AUTOMATIC WRAPPER

Package Machinery Co. has placed upon the market a fully automatic adjustable wrapping machine designated as Model DF. Designed for wrapping chocolate-covered candy bars or similar products of irregular or uniform shape, the machine may utilize any wrapping material available in roll form and susceptible to gluing. An electric eye device is incorporated into the model to assure registry of printing. Automatic card feed is available as an optional equipment. Devices for applying an inner liner are likewise available if required.

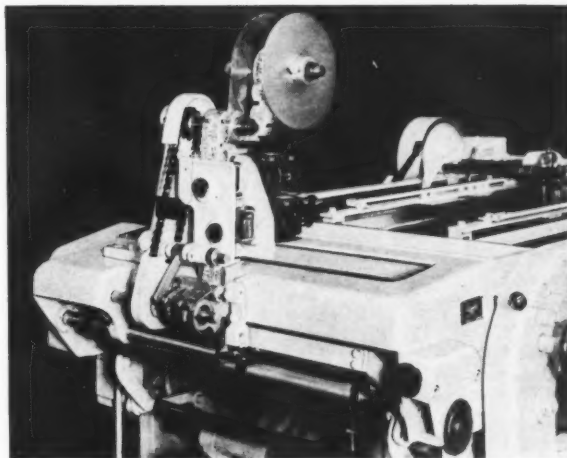
The machine turns end folds of the wrap under the bar prior to gluing along seam. This, it is claimed, locks the ends securely in place and thus eliminates a major cause of jamming when products are sold through vending machines. Folding of the ends of the wrapper is done over breaker bars and tuckers. These are adjustable to the maximum size expected in any particular run and hence uniformity is attained throughout the run.



Hand wheels are provided to effect adjustments for size changes. The machine is capable of handling packages of a minimum size $2\frac{7}{8}$ in. long by 1 in. wide by $\frac{3}{8}$ in. thick. The maximum size is $6\frac{1}{2}$ in. long by 2 in. wide by $1\frac{1}{4}$ in. thick. These dimensions are interdependent at upper and lower limits. A $\frac{1}{2}$ -hp. motor operating through a belt for overload release drives the machine. The unit, including all projections, occupies a space 11 ft. 9 in. long by 2 ft. $9\frac{1}{2}$ in. wide by 3 ft. 3 in. high. The narrowness of the machine, it is claimed, makes it possible to place it parallel and close to enrober belt and thus facilitate quick and convenient feeding.

LABELER AND CODER

The Oliver Machinery Co. has announced the development of two new automatic devices for use in conjunction with automatic packaging machines. The attachments are, respectively, an automatic labeler which heat seals the label to the wrapper and an automatic coder which simultaneously codes or double codes the label. The labeling unit carries die-cut heat-sealing labels in rolls. These may be of a variety of sizes or shapes and may be printed in one, two or three colors on different types of paper. A roll usually consists of 2,500 labels. The labels feed automatically and are cut from the roll and heat sealed onto the wrapper as the wrapper comes off the roll and before the wrapping operation is carried out. Adjustments are provided to permit the spotting



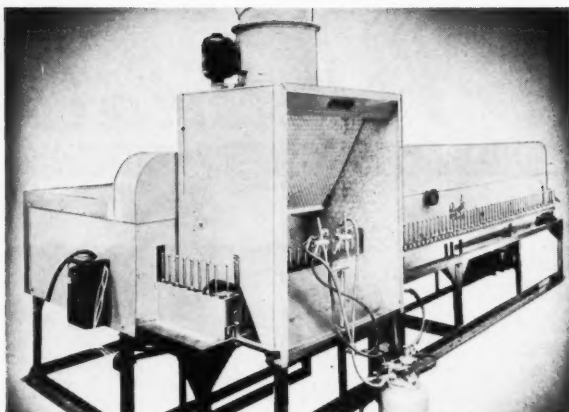
of the label to any given portion of the wrapper. The device is so constructed that no wraps can go by unless labeled and only one label can be applied to a wrap.

The coder consists of a carrier which fastens onto the labeler. This unit is so constructed as to permit the attachment of one or two coding units. The coder is of the roll type with an electrically operated printing device using a solenoid which actuates the stamping of the code in numbers or letters on the face of the label before the label is cut off and applied to the wrapper sheet. Thus for each label fed or for each sheet of wrapper cut, an impression is automatically made. Through the use of dual coders, it becomes possible to apply double coding, as, for instance, one code for the customer and a second secret code for the manufacturer using the machine. One of the coding units may be utilized to print day of the week or any other similar data. Code printing may be in any single standard color and the device is self-inking.

PLASTIC SPRAYERS AND DISPENSERS

Wilco Co. has developed a series of dispensers and sprayers formed entirely of plastic materials with integral plastic threaded closures. The use of plastics is claimed to provide not only attractive and colorful appearance, but a freedom from reactivity with a product where it is particularly desirable, particularly for foods, cosmetics and drugs. At present, dispensers and sprayers are available with screw caps designed to fit 24, 28 and 30 mm. G.C.A. finishes.

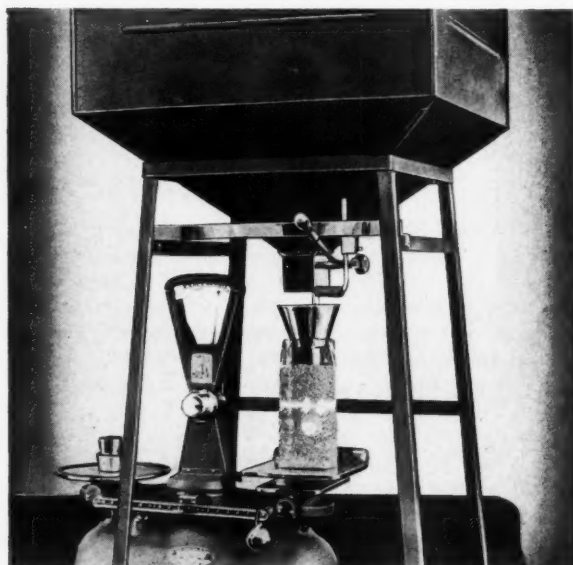
It is claimed that through the use of plastics, the new dispensers may be applied to containers for products where the use of previously available dispensers was not heretofore practical. The units are reported to be of relatively low cost and may be had in colors to meet specific requirements. In addition to the wide range of plastic colors, silver decoration is also available. Stock colors available are translucent red and transparent blue. Other colors may be had on minimum runs in excess of 5,000. The user's name may be molded into the closure at a slight extra charge on minimum runs of 1,000 or more.



CLOSURE LACQUERING MACHINE

The Paasche Airbrush Co. has developed a new automatic unit for applying bronze lacquer to plastic closures of the type used on liquor and whiskey bottles. The machine consists of a specially designed automatic air-finishing unit with a structural steel frame approximately 16 ft. long by 7 ft. wide. This is equipped with steel roller chain supporting 1,250 spindle assemblies. The assemblies are set on 2 1/2-in. centers and have removable carrying fixtures. The chain has ball-bearing sprockets, two spring loaded take-ups and an electric motor drive equipped with variable speed pulley and speed reducer, permitting of speeds of from 6 to 20 lineal ft. per minute. A friction drive is provided for rotating the spindles at the coating station.

At this coating station, automatic airbrushes apply the lacquer in a spray booth equipped with a belt-driven ventilating unit run by 1/4-hp. explosion-proof motor. The chain passes from the spray booth into an electrically heated oven. The oven is equipped with electric strip heaters thermostatically controlled. It is made in two sections, one for preheating closures prior to applying the lacquer and the other for drying purposes. The machine is equipped with a 12-gal. pressure feed tank, complete with hose and fittings and with a separator unit of 16-ft. capacity, equipped with the necessary regulators, gauges, valves and fittings.

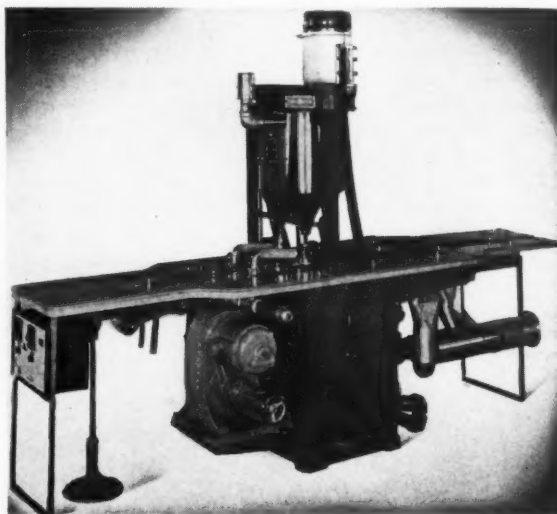


HAND-OPERATED BAGGER

A new bagging machine, designated as Paxall, has been developed by The Exact Weight Scale Co. Designed and built for small

runs where the use of automatic machines would not be practicable, the unit consists of a hopper arranged on a frame over a scale and equipped with interchangeable spouts and an adjustable valve control and opening handle. The unit may be utilized for filling bags with capacities from 3 oz. to 10 lbs.

The hopper, of rust-proof metal, is 23 in. by 23 in. square by 19 in. deep through the center. Erected on its metal legged frame, it has an overall height of 42 in., permitting mounting upon a work table. The hopper has a capacity of approximately 150 lbs. of average granular material. The material flows from the hopper, under control of an opening handle, through either of three spouts. These are interchangeable and designed to fit the openings of different sizes of bags or cartons. Bags are placed upon a scale, likewise manufactured by The Exact Weight Scale Co., having a commodity platter 7 in. sq. and vertically adjustable to fit packages of various heights. The scale dial is designed to show 6 oz. warning or underweight and 2 oz. overweight, with 1/2 in. per oz. indicator travel on the dial. The unit requires a floor or counter space of 23 in. by 23 in.



POWDER FILLER

The Stokes & Smith Co. has placed upon the market a new auger feed powder filling machine developed particularly for filling face powder drums. The unit, however, may be utilized for filling cans, bottles and a number of different kinds of containers within a minimum range of 1 1/2 in. by 1 1/2 in. by 1/4 in. high and a maximum range of 4 1/2 in. by 4 1/2 in. by 8 in. high. The machine is equipped with variable speed drive so that production may be adjusted to the closing operations which immediately follow filling.

In the filling operation, the face powder drum is lifted up against a pad on the end of the auger sleeve and the pressure with which the powder leaves the auger makes sure that the powder drum is filled so that there will be a solid surface of powder under the transparent face of the drum. The unit is equipped with a package trip which operates efficiently even with a lightweight powder drum. The measurement of the powder is by the number of turns of the auger feed which is regulated by an adjustable cam. A non-stop adjustable device is available if desired or necessary.

A section of supply pipe, above the hopper of the machine, is furnished with a transparent window to show whether there is any interruption in the supply of material coming to the hopper.

SHEET-FINISHING MACHINE

A. E. Marconetti, Inc., has announced the development of a sheet-finishing machine designated as the Borncraft. The machine is designed to color, coat, decorate or trade mark

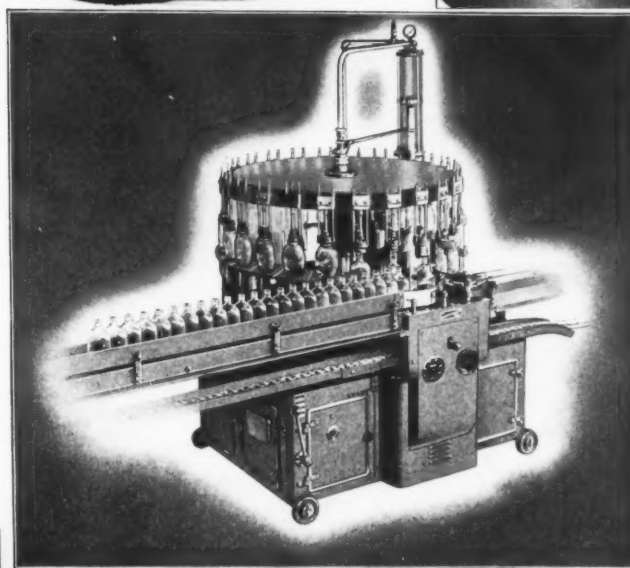
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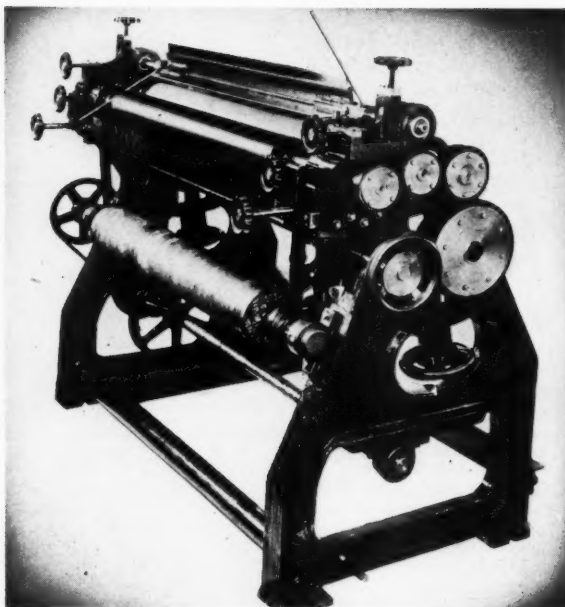
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board stock in sheets. The machine may also be utilized for applying grease-proofing and water-proofing coatings to the stock. By changing one roller on the machine, folding boxes, solid fibre and other grades of board stock may be decorated with either copper printing rollers (rotogravure method) or with rubber printing rollers.

The machines are available in working widths ranging from 40 in. to 66 in. and are hand-fed. They stand 4½ ft. high and require a floor space (including a 30-ft. conveyor) approximately 8 ft. by 35 ft. The machines are equipped with an oscillating doctor blade for rotogravure decorating with copper rolls and an extra shaft with adjustable cones for mounting either copper or rubber printing rolls.

RE-SEALABLE CLOSURE

The Magnesal Co. has developed a new type of re-sealing bottle cap designed particularly for products which are dispensed over a period of time. In conjunction with the new closure, the company has also developed a new capping machine of a semi-automatic type.

The closure consists of a stamped metal shell within which are set a series of clips spreading around the bottle-head finish. Pressure upon the outer sealing ring forces these clips into a locking position on the bottle finish. In this position, it is claimed, the



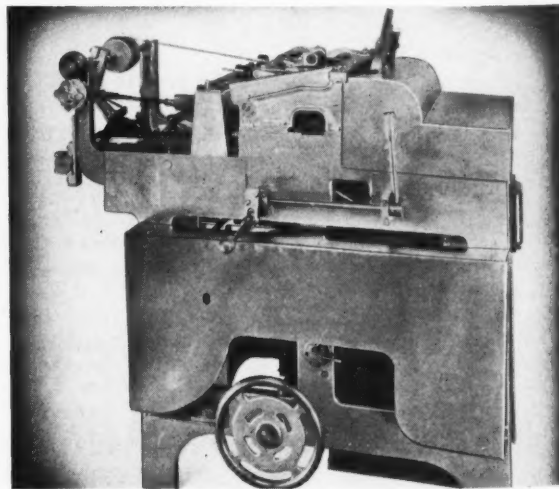
caps will hold 140 lbs. or more of gas pressure, depending upon the tolerance of the container finish. A tamper-proof overcap with tear-strip release, seals the closure up to the time of sale. Removal of this overcap permits the release of the spring clips by the consumer and their re-setting by hand pressure. Thus bottles of carbonated beverages, beer, chemicals, ammonia, etc., may be re-sealed after part of their contents has been utilized.

The capping machine is a simple motor-powered, foot-treadle operated, hand-fed device. The machine presses the cap on the closure seat and closes the seal. Simultaneously it spins a tamper-proof overseal into position.

AUTOMATIC WRAPPING MACHINE

The Richard Machine Co. has developed a new automatic wrapping machine designated as its Model 45. The machine is particularly adapted to the wrapping of cylindrical objects such as stick candy, batteries, etc. The unit handles transparent wrapping materials fed from a roll and applies a little more than two complete turns of wrapping material around the cylindrical object. Operation can be had without end folds or the unit can be adapted to fold or twist the ends of the wrapping material. The wrap is heat sealed into position.

The unit can handle products from ¾ in. diameter by 1 in. long to 1 in. diameter by 7 in. long. A ½-hp. motor is utilized. The wrapping machine occupies a floor space of 3 ft. by 6 ft. and stands 5 ft. high.



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For Your Information File

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"Proceedings of the First Food Conference of the Institute of Food Technologists," published by The Garrard Press, Champaign, Ill. In its short period of existence, the Institute of Food Technologists has come to occupy a position of high repute as a scientific organization. Hence those concerned, in any manner, with the food packaging industries will find much valuable information in this volume which, in its 385 pages, reproduces, in full, all the speeches and discussions presented at the first annual conference of the Institute, held in June of 1940 at Chicago.

At the time of the conference, *Modern Packaging* reported, at length, upon those papers which proved of particular interest to packagers. These, as many others, are found in the new volume, complete with charts, diagrams and bibliographies.

Among the papers which should prove of particular interest to packagers are the following: *A Comparative Study of Packaging Materials for Processed Cheese*, by Arthur B. Erikson, Director of Research, Lakeshire-Marty Co., Division of The Borden Co. *Some Methods of Protecting Stored Frozen Poultry*, by Henry J. Reynolds, Poultry Research Division, Armour and Co. *Some Observations on the Materials Employed in Packaging Frozen Foods*, by William Rabak, Frozen Pack Laboratory, U. S. Bureau of Agricultural Chemistry and Engineering. *Control of External Corrosion of Tin Cans*, by Charles L. Smith and John W. Barnet, Research Department, Continental Can Co., Inc. *Containers for Apple and Other Fruit Juices Pasteurized by the Flash Method*, by Carl S. Pederson and H. G. Beattie, New York State Agricultural Experiment Station and E. A. Beavens, Bureau of Agricultural Chemistry and Engineering, U. S. Department of Agriculture. *Microbiology of Paper Containers for Fluid Products*, by Evan Wheaton, Research Department, American Can Co. *Discussion of Wheaton's paper*, by R. S. Breed. *Studies on Water-Vapor Permeability of Paper Containers for Dry Foods*, by G. J. Brabender, Chemical Engineer, Marathon Paper Mills Co. *Effect of Aluminum on Germicidal Efficiency and Determination of Causticity of Washing Solutions for Refillable Glass Containers*, by C. A. Shillinglaw and Max Levine, Laboratories of Bacteriology and Chemical Engineering, Iowa State College. *Influence of Rate of Freezing and Temperature of Storage on Quality of Frozen Meat*, by Clarence W. Du Bois and Donald K. Tressler, New York State Agricultural Experiment Station, and Faith Fenton, New York State College of Home Economics.

"Color—How to Use It," by Sterling B. McDonald. (Published by Follett Book Co., Chicago, Ill. \$12.50.) This book includes in its 176 pages, 90 colored illustrations and diagrams and a chart of 72 graduated colors equipped with ingenious patented calipers. It serves as a handy manual demonstrating the use of

color in specific fields, with special emphasis on graphic arts, design, advertising, display, colored lighting, interior decoration, painting and the fine arts. Forty illustrations, in full color, demonstrate how the calipers are used to prescribe balanced, related or contrasting color schemes. Opposite each color plate is a diagram explaining the instrument arrangement. The book is convenient to use, for the color chart opens out so that it, the diagram and the colored illustration can all be seen at one time.

Mr. McDonald presents no new theory of color, but interprets, for practical use, the basic principles of color proved acceptable over hundreds of years. One chapter reviews the theories of well-known colorists. The book is written in easy-to-understand terms, and should prove helpful to those who use color for display, packaging or advertising work, for it not only helps to prevent expensive "color mistakes," but will tend to increase appreciation of every-day color problems through a better understanding of color.

"The Silk Screen Printing Process" by J. I. Biegeleisen and E. J. Busenbark. (Published by McGraw-Hill Book Co., Inc., New York, N. Y. 225 pages. \$2.75.) This volume represents a complete re-editing and enlargement of the original text by the same authors issued some three years ago. While the basic sections of the text have not been altered in any way, since the information contained therein has not become dated, the new text should prove more useful because of its chapters on estimating, shop management and recent technical developments. As the volume now stands, it represents undoubtedly the best guide to all practical aspects of the silk screen industry.

Among the recent developments are many which have substantially expanded the field of usefulness of the silk screen process. Outstanding among these is the photo-mechanical process of creating screens—a process which permits the handling of four-color process reproduction for display purposes in short runs. By this process it is possible to work from any color copy generally used in the graphic arts: Kodachromes, carbro prints or original art work in full color. These new methods do not permit the process to compete with the lithographer for long runs, but they do fill in the gap that has until now been present in short-run work. Other new screen making improvements include new types of hand-made stencils, new daylight transfer film and new devices for providing stippling effects.

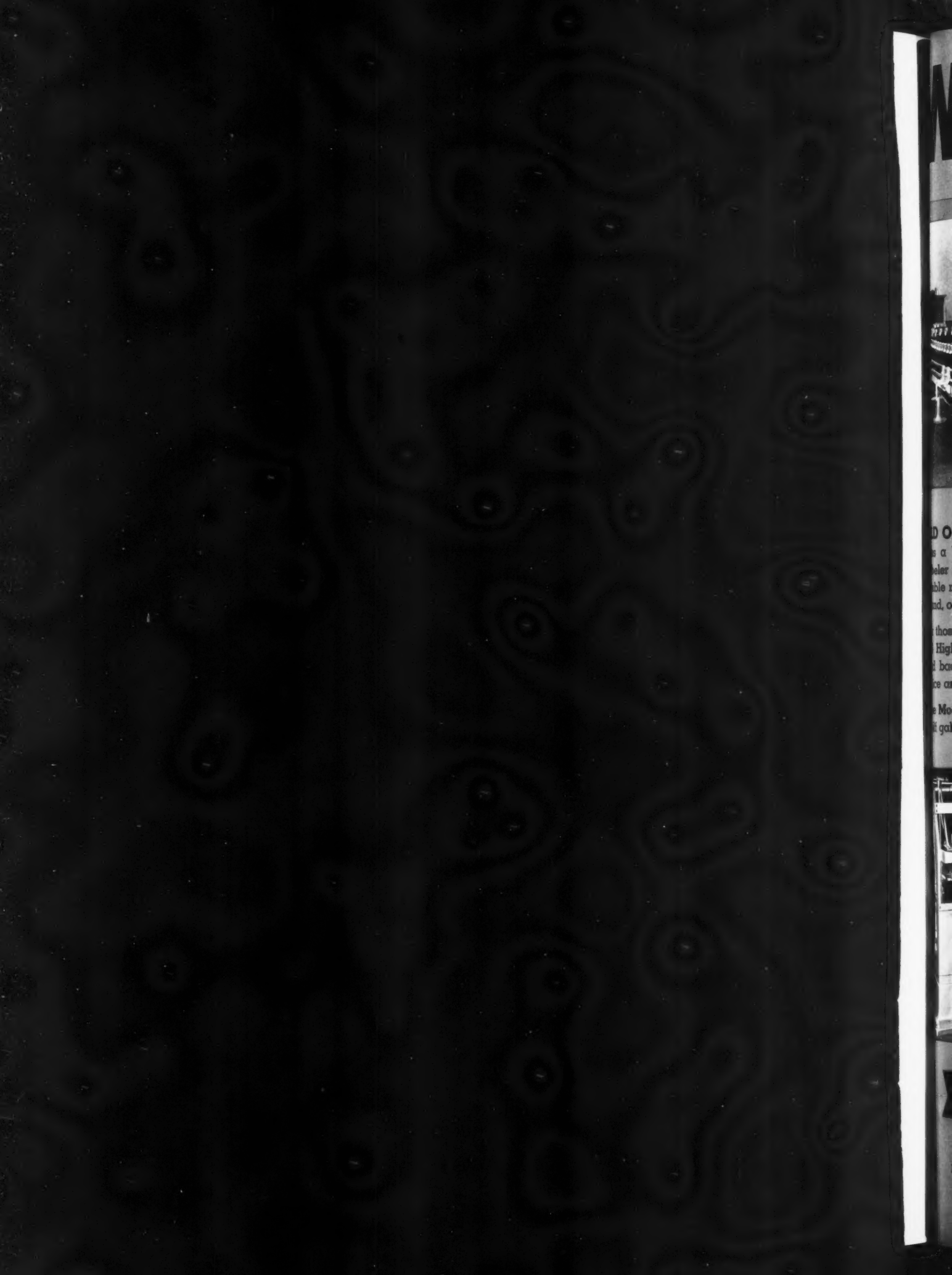
In the field of equipment, new power-driven machines have recently been introduced which successfully print as many as 2,000 impressions per hour. One such type takes a maximum printing surface up to 32 in. by 45 in. and is devised especially for printing on thin cardboard, decal paper and other materials that are completely or slightly flexible. Another type of press makes possible the printing on flat stock—cellulose, metal, glass, etc. Fine micrometer adjustments are provided to assure good registration. This press has an area of printing surface of 32 in. by 46 in.

The new volume is profusely illustrated with numerous detailed sketches of equipment and a multiplicity of reproductions of silk screen work. A number of color illustrations have been incorporated. The book has an accurate index.

BULLETINS, CATALOGS AND BOOKLETS

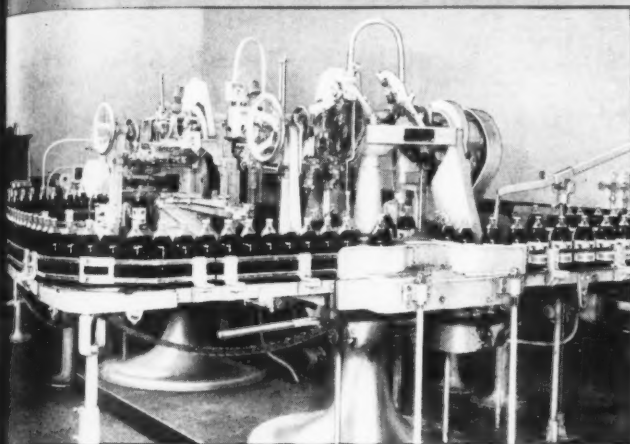
General Electric Co., Plastics Department, Pittsfield, Mass., has just issued a book titled "Textolite," a volume descriptive of the entire scope of the company's operations in the plastic industry. The book is a thorough-going presentation of every phase of manufacture of plastic production from the raw material through the processes of designing and engineering, mold making, molding, laminating, etc. As such, it should prove a valuable handbook, particularly for those making their first acquaintance with the problems of purchasing and planning plastics. Readers will also find much of value in the ten pages of properties charts which list all varieties of the company's molding materials and laminated products, their applications and physical and chemical properties.





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WORLD'S *finest* LABELERS



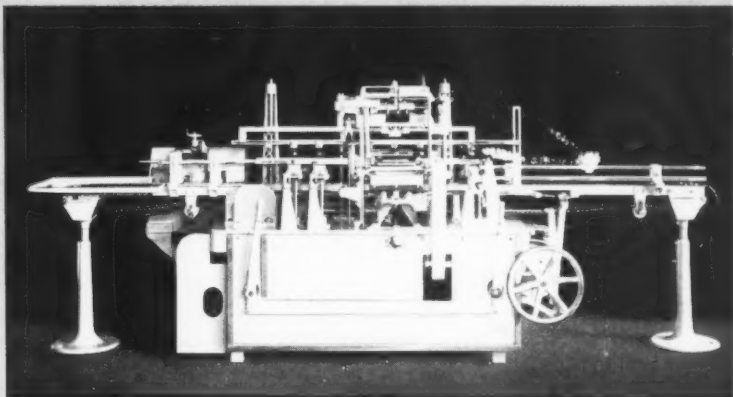
Major Award Winner!

At the left, NATIONAL GRAPE CORP. installation of WORLD Automatic ROTARY Labelers—the World's standard for the production labeling of all types of round bottles and jars. These sturdy, compact, full automatic labelers apply body labels; body and neck labels; body, neck labels and foil in one operation. They stay on the job day in and day out, year after year.

OVERHOLT—All American Award Winner
is a WORLD Model HS Automatic STRAIGHTAWAY labeler like this. Single models apply front labels only; double models apply front and back labels to flat, square, round, oval or panel flasks and bottles.

For those requiring a higher rate of production, the Model High Production Straightaway applies front or front and back labels to two bottles simultaneously—handles as many bottles per minute.

The Model HG Straightaway does an equally slick job on half gallon and gallon jugs and bottles.

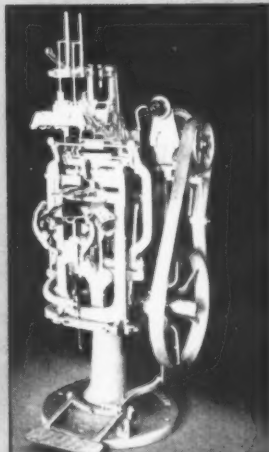


The WORLD Model CH Semi-Automatic Labeler applies single labels from postage stamp size up to 4 x 6" to bottles of every size and shape from ampoules to gallons. Its big brother, the Model CHx, handles label sizes up to 6½" square. Combines great utility and low cost.



Write for bulletins containing complete information on the best labeler in the WORLD for your job.

The WORLD Model S Semi-Automatic Labeler also used at National Grape Corp. is the World's most flexible labeler. It labels any size bottle from small vials to gallon jugs. It applies front or back labels or labels that go all 'round the bottle; body, neck labels and foil, separately or in one operation.



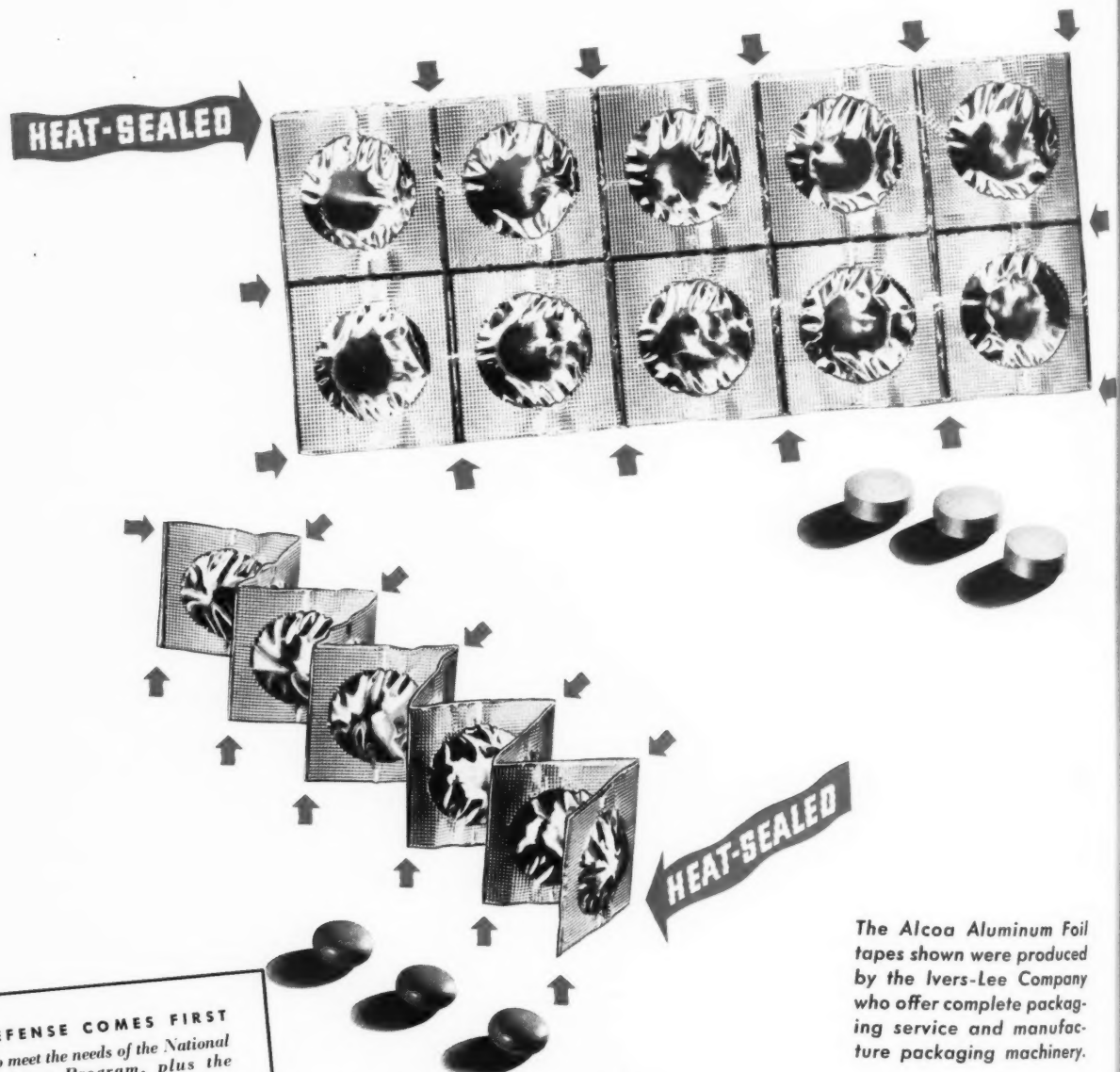
ECONOMIC MACHINERY COMPANY

Builders of World Automatic and Semi-Automatic Labelers for Every Purpose

Worcester, Massachusetts

NEW YORK	BOSTON	BALTIMORE	PITTSBURGH	CHICAGO	SAN FRANCISCO	LOS ANGELES
SEATTLE	PORTLAND	LONDON	MONTREAL	TORONTO	WINNIPEG	
VANCOUVER	SYDNEY, AUSTRALIA	WELLINGTON, N. Z.	SAN JUAN, P. R.			

Solitary Confinement for LIFE.



DEFENSE COMES FIRST

To meet the needs of the National Defense Program, plus the normal demands of peace, a vast expansion of our already greatly increased production capacity is being speeded. When the emergency is past, there will be more Aluminum available than ever before.

Meanwhile, if you can't get all the Aluminum you want when you want it, remember Aluminum is helping you by helping to meet the National emergency. Aluminum Company of America, 2129 Gulf Bldg., Pittsburgh, Pa.

The Alcoa Aluminum Foil tapes shown were produced by the Ivers-Lee Company who offer complete packaging service and manufacture packaging machinery.

ALCOA

or how to keep fit in a Cell



HEAT-SEALED ALUMINUM FOIL offers the pharmaceutical manufacturer new methods of preservative packaging for tablets, capsules and powders. Deterioration or disintegration as a result of contact with air, vapor, light or radiant heat can be effectively averted by locking each pill or dose in an individual cell of Alcoa Aluminum Foil.

Packing in Heat-Sealed Aluminum Foil insures the following advantages:

PROTECTIVE ADVANTAGES:

100% Airtight	100% Vaporproof
100% Lightproof	100% Waterproof
95% Radiant Heatproof	

CONSUMER ADVANTAGES:

*Product is received in original state as packed.
Easy to extract a single dose without exposing
and endangering the rest of the contents.
Package is compact for carrying in the pocket
or purse.*

MANUFACTURING ECONOMIES:

*May be formed, filled and sealed rapidly on
a single automatic machine.
Possible to eliminate several packaging oper-
ations in many instances.
Possible to use simple, inexpensive boxes or
wrappers to complete the package.*

HOW THE PACKAGE IS MADE. Whether the package takes the form of a tape, bag, or envelope, it is made from webs of Alcoa Aluminum Foil combined with a heat-sealing medium. The web feeds into a machine specially constructed to form and fill the package and heat-seal all seams and edges. All done automatically.

If desired, the webs can be furnished with the trade-mark, directions or other printing applied in colors. Tape-style packages, such as those illustrated, may be coiled, folded or laid flat in suitable boxes or wrappings.

Foods, drugs and other products requiring utmost protection from light, air and moisture have been successfully packaged and marketed in Heat-Sealed Aluminum Foil for two years. This actual commercial use has proved the advantages mentioned.

Aluminum Company of America, 2129 Gulf Building, Pittsburgh, Pennsylvania.

• • •

Aluminum Company of America makes no packaging machinery, but furnishes Alcoa Aluminum Foil to specification for fabrication by packaging specialists.



Reg. U.S. Pat. Off.

ALUMINUM FOIL

Brockway Glass Co., Inc., Brockway, Pa., has issued a booklet describing the Sani-Glas sanitation process applied to its prescription and medicinal glassware. The process involves the use of ultra-violet radiating lamps to destroy bacteria and other micro-organisms immediately prior to the capping of glass containers in the glass-making plant.

Glass Industries, Inc., New York, N. Y., has issued a new brochure descriptive of its line of miniature bottles, vials and novelty glassware. Illustrated therein is a new perfume filler for use in conjunction with small bottles or vials and a new patented mist spray atomizer. The brochure also describes gold-plated and pearl-finish glass containers.

Webendorfer-Wills Co., Inc., Division of American Type Founders, New York, N. Y., has issued a folder descriptive of its rubber rotary plate presses as well as its ATF plate duplicator.

"The Germicidal Action of Bottle Washing Solutions," published by The Diversey Corp., Chicago, Ill. A technical bulletin on bottle washing solutions, describing Relion, a scientifically developed cleanser and sterilizer. Gives tables of germicidal efficiency of bottle washing compounds.

"Stainless-Clad Steel," published by the Jessop Steel Co., Washington, Pa. An illustrated 24-page booklet listing uses of the company's Silver-Ply and giving physical properties after welding, size limits, fabrications and typical equipment fabricated from Silver-Ply.

"Acme Process News," Issue No. 2, published by Acme Steel Co., Chicago, Ill. This issue would seem to be of interest to manufacturers and exporters seeking to speed up packing and shipping operations. Included in the publication are illustrations and articles on strapping practices employed by shippers of trucks, sugar, airplanes, nut meats, boats, salmon, etc.

"Two Little Pigs Went to Market," published by Sutherland Paper Co., Kalamazoo, Mich. A 10-page illustrated booklet stressing the importance of effective packaging for meat and related meat products.

"Pfaudler-King Fillers," published by The Pfaudler Co., Rochester, N. Y. A bulletin describing the company's automatic filler and capper which fills all size bottles from 1/2 pt. to 2 qts. Specifications and diagrams are included.

Sherman Paper Products Corp., Newton Upper Falls, Mass., has issued a new edition of its catalog, "Display Guide," in which is presented, via illustrations and drawings, a number of display ideas for spring, summer and Easter use, as well as design patterns utilizing patriotic motifs, corrugated roll materials and covering and draping materials.

Hampden Glazed Paper & Card Co., Holyoke, Mass., has released two new swatch books on its fancy box papers—Bas Relief and Woodgrains, respectively. The former booklet contains samples of fabric patterns in gold and silver inks, while the latter presents woodgrain papers designated as Satingrain, Ripplegrain and Lacegrain.

Eastern Engineering Co., New Haven, Conn., has issued a 24-page catalog describing and illustrating mixing equipment for industrial applications. One section of the catalog has been donated to engineering data on the selection and adoption of mixing machinery, while another section is devoted to several related items in fluid handling and presents in detail midge centrifugal pumps, sump pump, air powdered mixers, transfer pumps and temperature controls. The catalog includes complete descriptions and illustrations of electrical fluid mixers in all sizes and types, ranging from 1/1000 hp. to 25 hp. A section of blueprints furnishes dimensional data on various styles, such as portable, vertical and side entering.

Hazen Paper Co., Holyoke, Mass., has published five new swatch books: Hazenote embossed, Hazenote antique,

Madras, Beauwood and Foillamé. A comprehensive selection of sample papers are included with price in each book.

1940 edition of "27." For the fifth consecutive year, 27 Chicago designers offer in a single volume a pictorial record of contemporary commercial art. The book contains reproductions of the work of 27 of Chicago's leading artistic lights and the wealth of creative effort and striking effects crowded into the current edition should prove of interest and value to packagers, advertisers, production men and to all those interested in the graphic arts. No one concern can be credited with this book. It contains the work of various engravers, typographers, printers and electrotypers and paper from various manufacturers. Copies may be bought for \$2.00 from Normandie House, 5062 Winthrop Ave., Chicago, Ill.

"Trade-Names Index." (Published by Special Libraries Assn., New York, N. Y. \$4.00.) This 174-page volume should prove valuable to manufacturers who wish to identify and define the numerous products known and sold under "coined" names or trade names. The book contains an alphabetical list of 3,496 trade names. For each of these, a definition is given and usually a reference to a printed source of further information is cited. In general, the list is concerned with materials, processes and equipment having some technical significance. In addition to the list of trade names actually defined, the volume includes a record of more than 100 other lists or sources of further information.

International Printing Ink Division of Interchemical Corp., New York, N. Y., has issued a new ink specimen book containing samples of 35 Everyday colors, 11 blacks and three whites. The Everyday line is designed particularly for use on automatic presses. The color samples show the results of running inks with a 50 per cent and a 10 per cent screen. Colors for bond paper and for poster work are reproduced on appropriate stocks in the specimen book. One of the features of the publication is a page of characteristics, listed for each of the colors. This indicates the degree of opacity and the degree of light-proofness for the colors. Another page gives the characteristics of the 11 blacks, with suggestions as to the most suitable applications for these various inks.

Packaging Institute, Inc., will hold its semi-annual dinner meeting on April 1, at the Stevens Hotel, Chicago, Ill., on the opening day of the Packaging Conference and Exposition. The Committee on Arrangements is headed by E. A. Throckmorton, Container Corp. of America, and includes H. Kirke Becker, Peters Machinery Co.; R. D. Frick, Campana Corp., and Henry F. Wolfe, The Pepsodent Co.

Announcement has also been made by the Institute of the appointment of the following committees and their personnel: Liaison Committee, which is cooperating with governmental agencies and representing the Institute on packaging problems: Chairman, George R. Webber, Manager, Package Development Bureau, Standard Brands, Inc.; Ned Drucker, Schenley Distilleries, Inc.; Stanley L. King, Monsanto Chemical Co.; K. T. Krantz, Colgate-Palmolive-Peet Co.; John A. McConnell, Eli Lilly & Co., and Carl E. Schaeffer, Stokes & Smith Co.

Membership Committee: Chairman, A. Vernon Shannon, Westfield River Paper Co.; W. Van Alan Clark, Allied Products, Inc.; Frank B. Fairbanks, Horix Manufacturing Co.; Stanley L. King, Monsanto Chemical Co.; Howard A. Sumner, Norwich Pharmacal Co.; E. A. Throckmorton, Container Corp. of America, and L. P. Weiner, Hiram Walker & Sons, Inc.

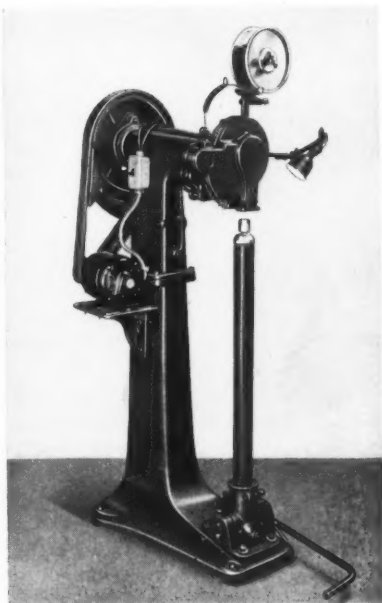
New members who have recently joined the Supplies Division of the Institute are: The Hinde & Dauch Paper Co., Paul O. Meelfeld; Milprint, Inc., Roy E. Hanson.

"The ABC of the Transwrap Package," published by Stokes & Smith Co., Philadelphia, Pa. This bulletin gives complete information on the transwrap package, its manufacture, its merchandising possibilities, display possibilities, etc. Detailed data are likewise offered on the machine upon which the transwrap packages are made.

YOUR OPPORTUNITY!

See These Modern Wire Stitching Machines in Operation at the CHICAGO PACKAGING SHOW!

Wire Stitching of Shipping Containers, Cartons, Filled Bags, Display Packages and Advertising Novelties has shown a marked increase each succeeding year. Be sure to visit the Dexter Booth, No. 212, and learn why BLISS, BOSTON and LATHAM Wire Stitchers are recognized everywhere for their high quality, durability, speed and economy in performing the great variety of stitching operations in many lines of industry.

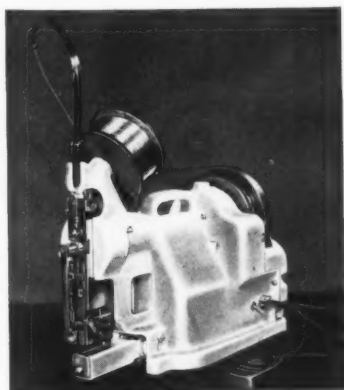


IMPROVED LATHAM BOTTOM STITCHER

This moderate priced Improved Latham Bottom Stitcher has many features found only in the highest priced stitchers. High speed, convenient to operate. Suitable for bottom stitching corrugated and solid fibre containers in all the usual sizes.

BOSTON PORTABLE BENCH STITCHER

For such work as stitching filled bags, attaching articles to cards, and making small boxes. Readily carried from one location to another, attached to a light socket and put into operation without delay.

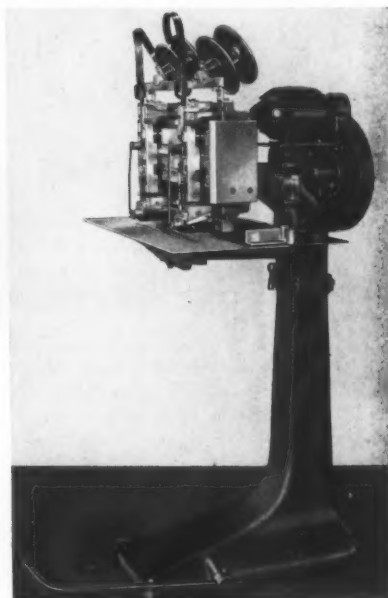


BLISS BOX AND BOTTOM STITCHER

All of the regular box stitching can be done on this machine, as well as bottom stitching of slotted containers. Its range of work is the same as that obtained on the Bliss Box Stitcher and the Bliss Bottom Stitcher.

BOSTON MULTIPLE HEAD STITCHER

Suit boxes, cartons and other types of set-up or folding boxes, and other work requiring two or three stitches uniformly spaced, can be stitched on this machine with great economy. Two or three stitches are driven in a single operation. Stitcher heads are adjustable sidewise.



Ask for new General Stitcher Catalog, just completed. It gives you valuable information on wire stitching possibilities

DEXTER FOLDER COMPANY

330 West 42nd St., New York

Chicago, 117 W. Harrison St.
Boston, 185 Summer St.

Dallas, J. E. Carter
5241 Bonita Ave.

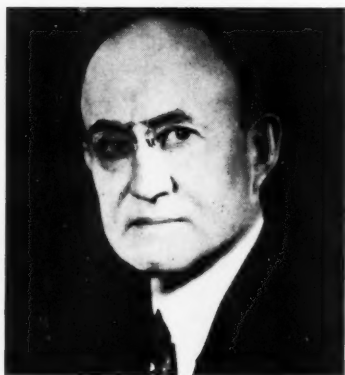
Philadelphia, 5th & Chestnut Sts.
Cincinnati, 3441 St. Johns Place

**EXHIBITORS AT THE 11TH PACKAGING EXPOSITION,
STEVENS HOTEL, CHICAGO**

Plants and Personalities

PERSONNEL

The Goodyear Tire & Rubber Co., Inc., Akron, Ohio, has established a third major sales division for Pliofilm to be known as Merchandise-Container Sales. C. K. Ellsworth, who has been serving as a package design and merchandising consultant in the Marketing Service section, will be in charge of this new division which will supervise Pliofilm sales for packages and protectors for all types of merchandise. The Fabricating Sales Division, supervised by A. F. Landefeld, Manager of Pliofilm Sales, will continue to focus attention on the use of the material for the manufacture of all merchandise, notably apparel and household articles, and the Industrial Packaging Division, managed by A. B. Clunan, will continue to supervise sales of the sheeting having to do with packaging of processed and unprocessed foods, pharmaceuticals, etc.



KARL SEYMOUR
BRECKENRIDGE

Karl Seymour Breckenridge, formerly Vice President and a Director of the American Can Co., New York, N. Y., died January 28. He had recently retired from the company and was last located in Chicago in charge of the Central District.

Leo R. McDevitt of the Blackstone Glazed Paper Co. has been elected President of the Glazed and Fancy Paper Assn., succeeding Harry B. Conklin of Louis Dejonge & Co. John M. Hazen of the Hazen Paper Co. was elected Vice President of the Manufacturing Division and George J. E. Buell of Chas. W. Williams & Co., Inc., was elected Vice President of the Merchandising Division. Mr. Conklin, James T. Cronk of the Hampden Glazed Paper & Card Co. and Charles H. Hoffman of Hughes & Hoffman were elected to the Association's executive committee.

The following arbitration committee was elected: Chairman, Ralph N. Fowler, Hampden Glazed Paper & Card Co.; Sam R. Fry, Wyomissing Glazed Paper Co.; William B. Snow, Middlesex Products Co.; William E. Madden, Chas. W. Williams & Co., Inc.; Arthur J. Wagner, Holyoke Card & Paper Co.

Canadian Industries, Ltd., Cellophane Division, has announced that it is sponsoring a series of dramatic five-minute sketches on radio stations across Canada, designed to promote increased appreciation for merchandise in transparent cellulose.

Donald S. McKenzie has been appointed Sales Manager of the Plastics Department of the General Electric Co., succeeding W. H. Milton, Jr., recently named Assistant Manager of the department. Mr. McKenzie will be located at Pittsfield, Mass.

John L. Johnston has been elected a Director of the Continental Can Co., Inc., New York, N. Y., to fill the vacancy caused by the resignation of Michael S. Huffman from the Board of Directors due to ill health. Mr. Huffman, whose headquarters have been in San Francisco, also resigned as Vice President of the company.

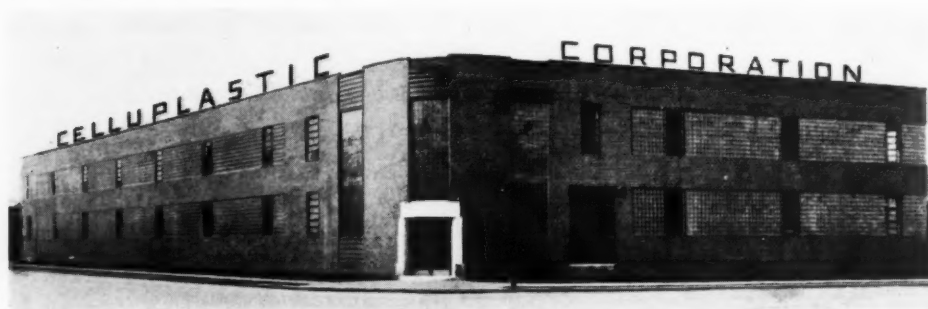
Stanley J. Newcomer, Vice President of the Consolidated Paper Co., Monroe, Mich., has been appointed General Manager of Sales of the company.

PLANTS

Freydberg Bros., Inc., has announced the removal of its New York office to 212 Fifth Ave.

Container Corp. of America, Chicago, Ill., has acquired the assets and plant of the Reed Container Co., Baltimore, Md., manufacturers of corrugated containers. G. H. Linde, formerly Assistant Sales Manager of the company's Philadelphia plant, has been appointed Manager of the Baltimore division.

Celluplastic Corp., Newark, N. J., has started manufacturing operations in its new plant. The new factory is a two-story fire-proof brick and glass block structure occupying, together with former buildings, an entire square block. The new addition is equipped with straight-line automatic machinery for the production of plain and decorated rigid transparent containers and specialties.



Celluplastic's new factory equipped for production of transparent containers and specialties.



Another page in our **RECORD**

Through conscientious effort, diligent labor and being constantly on the alert, we have striven to establish that which every concern holds most valuable . . . the good will and respect of its customers.

Recently we have compiled a record of some of our customers' accomplishments as a result of the use of Muirson Two Way Labels and our cooperation.

This year, as a direct result of our efforts and collaboration with expert craftsmen in the fields of design and printing, our company, for the second year in succession, has been awarded top honors in the All America Package Competition.

In the future we hope that our efforts will continue to merit the good will and patronage of those who have entrusted us with their label problems.

The Hildick Apple Juice Label has received top honors because of its modern simplicity, balance of design and effectiveness in mass display. The Walter H. Hildick Co., Inc., Lyons, N. Y., recently marketed this new product.

Honorable Mention was received by us in the production of labels for the C & E Grape Juice Package, a product of the National Grape Corporation, Brocton, N. Y.



MUIRSON LABEL CO., INC.

BROOKLYN, NEW YORK - PEORIA, ILLINOIS - SAN JOSE, CALIFORNIA

A guide to the exhibits

(Continued from page 306)

Consolidated Packaging Machinery Corp.

BOOTH NO. 105

Demonstration of capping and bag-making machinery.

Container Corp. of America

BOOTH NOS. 404-405

Corrugated and solid fibre shipping containers, folding cartons, food pails, paper cans, as well as a number of specialties in the packaging field will be exhibited. Some new ideas in food packaging, including methods of packaging frozen foods, will likewise be featured.

Dennison Manufacturing Co.

BOOTH NO. 101

Exhibit of labels, set-up boxes and other packaging supplies.

Dexter Folder Co.

BOOTH NO. 212

A combination box and bottom stitcher, a multiple head box stitcher, a bottom stitcher and a portable bench stitcher will be featured.

Diagraph-Bradley Stencil Machine Corp.

BOOTH NO. 108

Stencil machines, label pasting machines, stencil brushes, markers, scrapers, crayons, etc.

The Dobeckmun Co.

BOOTH NOS. 621-622

An exhibit of cartons, labels, box wraps, box coverings and other packaging materials fabricated by this company.

The Dow Chemical Co.

BOOTH NO. 304

Exhibit of ethylcellulose transparent sheet material and packages fabricated therefrom.

E. I. du Pont de Nemours & Co., Inc. Cellophane Division

BOOTH NOS. 407-408

A dramatization of the factors governing the latest packaging and merchandising trends. Packages illustrating the importance of visibility, protection, eye and appetite appeal, etc., will be displayed.

Eastman Kodak Co.

BOOTH NO. 508

A display of transparent containers and molded plastic packages and parts produced of materials manufactured by the company.

Economic Machinery Co.

BOOTH NO. 206

Demonstration of automatic labelers and related equipment.

Einson-Freeman Co., Inc.

BOOTH NOS. 310-711-712

Exhibit of lithographed window, floor and counter displays designed and produced by this company.

Fitchburg Paper Co.

BOOTH NO. 513

Paper samples and converted products such as boxes (folding and set-up), soap wraps and various other forms of packaging papers.

Food Industries

BOOTH NO. 601

General Box Co.

BOOTH NO. 207

An exhibit of wooden shipping boxes and related wooden products.

The Goodyear Tire & Rubber Co., Inc.

BOOTH NO. 303

An exhibit of packages and package parts fabricated from Pliofilm.

Richard Guthman Co.

BOOTH NO. 710

Exhibit of stapling equipment.

The Harlich Mfg. Co., Mastercraft Division

BOOTH NO. 612

A wide range of containers made of genuine leather, imitation leathers, pigskin and alligator grains, etc., for the merchandising of cosmetics, stationery, confectionery, bakery products, etc.

Harris-Seybold-Potter Co.

BOOTH NO. 4

Exhibit of equipment—arm stitcher, bottom stitcher, automatic side seamer with automatic lift table and steel stitcher.



American Accent

in 100 New Christmas Papers

THERE'S a bright American note in De-jonge new Christmas Papers. There's the charm of early American designs — shining Christmas balls and ribbons, fresh evergreens with stripes; angels, deers and trees from the Christmas scene — Stripes in gay new colors — Papers to make packages merry, gay, elegant, artistic — all styled to the 1941 American holiday tempo.

LOUIS DEJONGE

& COMPANY

161 Sixth Avenue

New York, N. Y.

ZELLERBACH PAPER CO. — Pacific Coast Representatives

E. H. WILKINSON, LTD. — Canadian Representatives

The Hinde & Dauch Paper Co.

BOOTH NO. 302

Examples of printing on corrugated boxes as well as developments in the manufacture of corrugated containers, including shipping, display and gift units.

Hayssen Manufacturing Co.

BOOTH NO. 505

Exhibit of automatic adjustable wrapping machine.

Hazel-Atlas Glass Co.

BOOTH NOS. 102-103-104

An exhibit of glass packages and premium merchandise.

Ideal Stitcher & Mfg. Co.

BOOTH NO. 113

Demonstration of case and carton stitching equipment.

Inland Container Corp.

BOOTH NO. 204

Exhibit will be devoted to a presentation of packages winning awards in the All-America Package Competition as well as to other containers of the company's manufacture.

International Plastic Corp.

BOOTH NO. 606

Exhibit of a new type of laminating machine utilizing rolls of transparent sheeting heat treated with a specially formulated adhesive and laminating to sheet material. Also a display of plastic-bound booklets, catalogs, etc.

**International Printing Ink
Division of Interchemical Corp.**

BOOTH NOS. 619-620

Prize-winning packages in the All-America Package Competition which were printed with IPI inks will be featured. A continuous motion picture in color will show the complexity of modern printing problems in the packaging field and the part played by ink engineering. A display of packages showing new ink developments.

International Staple & Machine Co.

BOOTH NO. 611

A semi-automatic top and bottom stapling machine with conveyor will be on exhibit. Samples of work done on these machines will likewise be presented.

Interstate Folding Box Co.

BOOTH NO. 603

Demonstration of the company's automatic machine assembling inner-lined containers utilizing heat sealable inner linings.

Kalamazoo Vegetable Parchment Co.

BOOTH NO. 118

Food protection papers will be on exhibit, with special emphasis on printed carton sealing papers.

Kimberly-Clark Corp.

BOOTH NO. 512

Exhibit of the company's crepe wadding materials and applications thereof.

The Lamson Co., Inc.

BOOTH NO. 112

Conveying equipment.

Marsh Stencil Machine Co.

BOOTH NO. 5

Stencil machines and stenciling accessories will be featured.

Merchants Box Co.

BOOTH NO. 503

Novelty wood boxes for packaging purposes of all descriptions.

Miller Wrapping and Sealing Machine Co.

BOOTH NOS. 617-618

Presentation of various types of machines—wrapping, bag making, automatic scale, "Speed-Wrap," etc., as well as a display of packages.

Milprint, Inc.

BOOTH NO. 301

Packages of various types, both transparent and opaque, all involving the conversion into one form or another of printed transparent film.

Minco Products Corp.

BOOTH NO. 114

Wire stitchers and gluers.

Modern Containers, Inc.

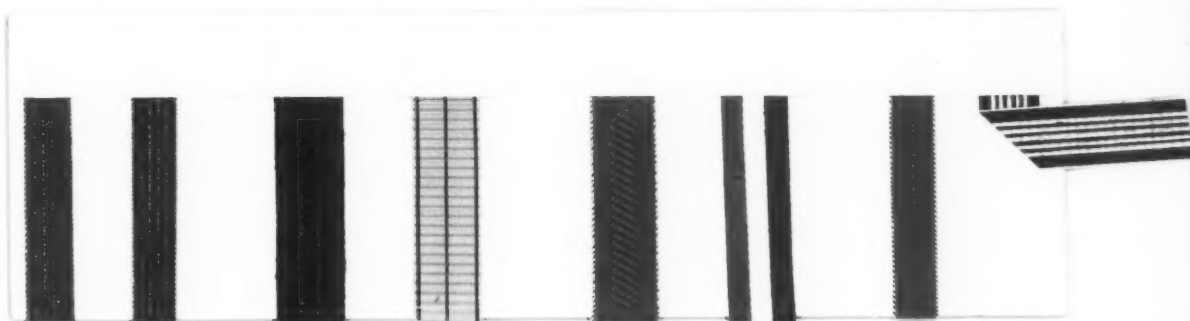
BOOTH NO. 613

Exhibit of bag-making machinery.

★ ★ ★ ★
4 STAR SENSATION..

Announcing

Beau Tye
 REG. U. S. PATENT OFFICE



Beau Tye is the name, and it covers a multitude of wonders. 1. There's *sparkling Beau Tye*, a cotton ribbon that's been treated through an exclusive process to make it completely waterproof and so smooth and glossy that you'd never guess it was cotton if we hadn't told you. 2. There's *Deluxe Lahm Beau Tye*—a combination of cotton strands and shining silver threads that's as new and different as the world of tomorrow! 3. There's *Beau Tye* with a crimp—but with a new twist: on the bias. Just the little touch of interest to turn an ordinary ribbon into a saleswinning tie. 4. There's *Beau Tye standby*—the ribbon that has won millions of customers for thousands of products of every type. **Beau Tye** answers all of your tie problems: if you buy on price or quality, or if you like to combine a low price with something new and different there's a *Beau Tye* for your purpose. Write for working samples.

FREYDBERG BROTHERS, Inc.

212 FIFTH AVENUE • NEW YORK CITY

Modern Packaging

BOOTH NO. 307

Monsanto Chemical Co., Plastics Division

BOOTH NO. 2

Exhibit of packages and package parts fabricated from the company's transparent sheet materials and plastic molding materials.

National Adhesives

Division of National Starch Products, Inc.

BOOTH NO. 403

Panorama of various types of packages wrapped, sealed or labeled with the company's adhesives.

National Metal Edge Box Co.

BOOTH NO. 106

An exhibit will show how planned packaging is beneficial to many manufacturers in a wide variety of industries. A metal edge staying machine will be in operation assembling metal edge boxes.

Neostyle, Inc.

BOOTH NO. 515

Presentation of all types of transparent packages fabricated from glassine, cellulose, rubber hydrochloride, acetate and combinations of these materials with opaque packaging materials. Developments in the technical procedure of packaging fresh produce will be featured.

New Jersey Machine Corp.

BOOTH NO. 305

Exhibit of an automatic labeling machine and a dual manual feeding labeling unit.

Owens-Illinois Glass Co.

BOOTH NO. 309

Exhibit of glass and metal containers manufactured by this company, centered around numerous All-America Package Competition award winners, in the creation of which Owens-Illinois has participated. Supplementary display will show Duraglas containers.

Package Machinery Co.

BOOTH NO. 406

Two wrapping machines will be on exhibit, one designed for wrapping spark plug cartons in cellulose, the other wrapping adhesive tape in dust-proof tight-sealed wrappers ready for sterilization.

Packaging Parade

BOOTH NO. 511

Packing & Shipping

BOOTH NO. 706

Peters Machinery Co.

BOOTH NO. 501

A recent carton folding and closing machine model will be in operation.

The Pilliod Cabinet Co.

BOOTH NO. 605

Display of merchandising packages in rarewood grains, natural woods, many lined with velvet, plush, imported papers and other lining materials; counter displays combining acetate and wood and instrument cases in a variety of sizes, shapes and finishes.

Pneumatic Scale Corp., Ltd.

BOOTH NO. 507

A mass display of packages to dramatize some of the various types of work being done by the company's packaging equipment.

F. B. Redington Co.

BOOTH NO. 205

Cartoning and other machines.

Reynolds Metals Co., Inc.

BOOTH NOS. 208-209

Animated displays of packages incorporating the company's printed labels, wraps, envelopes, etc. Recent packaging developments for the tea, coffee and spice industries will be featured.

J. A. Richards Co.

BOOTH NO. 110

Display of die-making, bending and fabricating equipment.

Riegel Paper Corp.

BOOTH NOS. 201-202-203

Display of manufacturers' packages fabricated of the corporation's products.

Thomas M. Royal & Co.

BOOTH NO. 115

Assorted printed paper and transparent cellulose bags and wraps, as well as an exhibit of the new developments in packaging with Pliofilm.

St. Regis Paper Co.

BOOTH NO. 604

Display will feature the heavy-duty multi-wall paper bag for sugar, cement, fertilizer, etc. The exhibit will

FORT ORANGE CLOTHES a Winner Bayer Aspirin Boxes WIN TOP AWARD!



THE new packages of Bayer's Aspirin, now sold in the easy-opening box, are clothed, appropriately enough, in cartons by the Fort Orange Paper Company. Selection by the All-America judges from as fine a group of packages as has ever been collected in one place, is proof that one of the oldest carton companies in America is still leading the field.

Try our unique service which includes complete personal attention to your packaging problem from the idea stage right through the finished container. We have our own board mill as well as complete facilities for manufacturing every type of carton. Our central location insures quick, low-rate deliveries to key packaging points.

FORT ORANGE PAPER COMPANY

CASTLETON-ON-HUDSON, N. Y.

SALES OFFICE: 475 FIFTH AVENUE, NEW YORK • STATLER BUILDING, BOSTON



A REAL TREASURE CHEST

for a rare old whiskey—that's the Combination that took Top Award in the highly competitive Miscellaneous Group of the All-America. We congratulate our customer, A. Overholt & Co., for this well-deserved recognition of their product, Old Overholt. We are indeed happy to have cooperated on the design and manufacture of so outstanding a package.

The chest is made of wood with a metal lock, four embossed bands and a hinged cover. An antique finish completes the effect. The ensemble is designed to impress upon consumers the great age and fine quality of the contents.



The same organization which produced this Award winner is available for the production of your outstanding packages and displays. We work in all materials, and have unexcelled facilities for the creation and manufacture of sales-building packages and displays.

NATIONAL ADVERTISING PRODUCTS CORP.

45 East 17th Street - - - NEW YORK, N. Y.

pictorially explain the company's packing machines for filling multi-wall paper valve bags with various products.

Thomas A. Schutz Co.

BOOTH NO. 707

Exhibit of lithographed displays.

William Schwartz

BOOTH NO. 708

An exhibit of gummed tape applying machines.

Shellmar Products Co.

BOOTH NOS. 116-117

Transparent cellulose, cellulose acetate and rubber hydrochloride films will be shown in various package forms, both as converted forms of the films themselves and in the form of these various films combined with other materials, such as paper, cardboard, foil, by means of lamination. Four packages which received awards in the All-America Package Competition will be featured.

Sherman Paper Products Corp.

BOOTH NOS. 514-623

Corrugated products for general packaging use, Corroflex-wrapped products and a broad line of point-of-sale material will be presented.

Shipping Management

BOOTH NO. 510

Standard-Knapp Corp.

BOOTH NO. 502

Case sealing, case packing and can labeling machines.

Stoffel Seals Co.

BOOTH NO. 714

A new merchandising and packaging device will be on exhibit. The device is claimed to combine the identifying value of a tag or label with the safety and guarantee of a seal, thus eliminating substitution possibilities.

Stokes & Smith Co.

BOOTH NO. 410

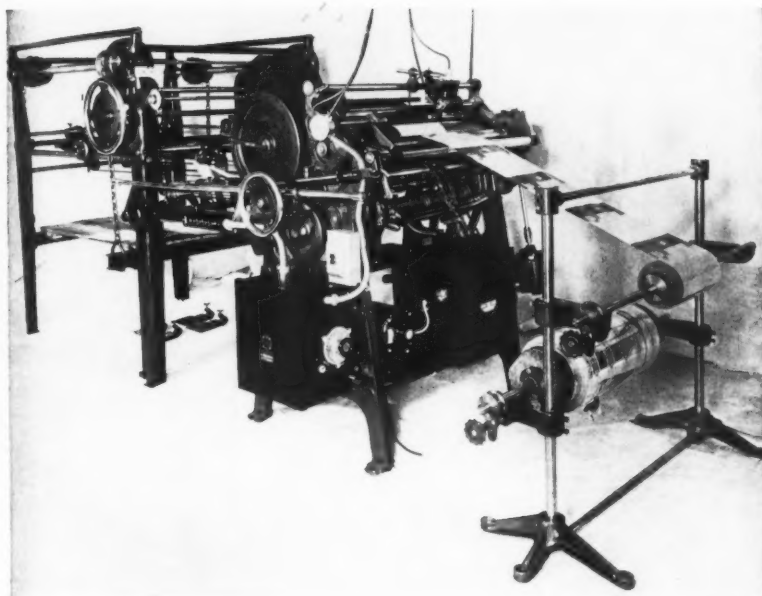
Powder filling and other machinery.

Sylvania Industrial Corp.

BOOTH NO. 306

Exhibit of transparent cellulose converted products such as plain and printed bags, printed holiday sheets, rolls, ribbons, etc., and packages wrapped in transparent cellulose.

ELECTRIC-EYE MEANS CONSTANT VIGILANCE



COMPLETELY ELIMINATING THE HUMAN EQUATION AND AFFORDING MORE DEPENDABLE ACCURACIES IN "SPOT SHEETING" WORK THAN WHEN HUMANLY CONTROLLED

BECK Automatic SHEETERS with ELECTRIC-EYE Controlled DIFFERENTIAL & Automatic Lowering Table SHEET PILER

are now the accepted standard in sheeting equipment, and are both recognized and endorsed as such and used by many of the largest packaging, printing and converting houses throughout the country. To those concerns who are seeking a really dependable media for "spot sheeting" work we offer the combined services of our engineering and research staffs, in solving the most difficult of your sheeting problems.

Send for Data Today

CHARLES BECK MACHINE COMPANY

13th & Callowhill Streets

Philadelphia, Pa.

LOOK BELOW THE SURFACE



—and you see the "Fish" in this Polaroid Day Glass Demonstrator, awarded Honorable Mention in the 1940 All-America Package Competition.

It's the same when selecting a display manufacturer. On the surface, you see Robert Kayton Displays designing and producing for many of the country's finest firms. But there's more to it than that—there must be a reason that year after year these same concerns return to Kayton for the design and production of displays that win dealer acceptance and sell merchandise.

LOOK BELOW THE SURFACE—

ROBERT KAYTON DISPLAYS

INCORPORATED

127 W. 26 STREET

NEW YORK, N. Y.



JESTS

has a closure problem . . .

GUTMANN

provides the solution

. . . and wins a

MODERN PACKAGING

award . . .



JESTS come clean to the consumer. How can they stay clean once the package is opened?

As closure experts, we provided a simple, inexpensive metal cap which fits snugly over the opened end of the package, and keeps the contents clean down to the last tablet.

It is a great satisfaction to serve JESTS. We are grateful to Modern Packaging for their public recognition.

Have you a product which needs closer 'closure' attention?

FERDINAND
Gutmann & COMPANY
SINCE 1890

37TH STREET AND 14TH AVENUE • BROOKLYN, N. Y.

And, in another field . . . the product packed in glass . . . Gutmann provides the solution to your closure problem.

At negligible cost, Filma-Seal provides more than a 'tamper-proof' package. Your product goes to market with the guarantee of full count and original quality delivered intact to the consumer. It eliminates the worry of evaporation, leakage, or deterioration from moisture and air from without.

Filma-Seal comes in the Gutman Screw Cap. Both are applied in one operation, assuring the "double seal of protection."



Filma-Seal
*
REG. U. S. PAT. OFF.

CAP AND SEAL APPLIED AS ONE

Triangle Package Machinery Co.

BOOTH NO. 211

Presentation of a recent Elec-Tri-Pak weigher model with attachments for packaging various food products, particularly grocery items, into cellulose bags.

Union Bag & Paper Corp.

BOOTH NO. 409

A general collection of paper packages.

Union Steel Products Co.

BOOTH NO. 107

Presentation of displays fabricated of wire and other materials for all types of merchandise.

United Paperboard Co., Inc.

BOOTH NO. 1

Presentation of various types of folding cartons.

U. S. Automatic Box Machinery Co., Inc.

BOOTH NO. 509

An automatic powder filling machine will be on exhibit, demonstrating actual powder filling operations.

Wayne Novelty Co.

BOOTH NO. 111

Display of assorted wooden boxes for a wide variety of products.

Weinman Brothers

BOOTH NO. 109

An exhibit of transparent containers of this company's manufacture.

Williamson Adhesives, Inc.

BOOTH NO. 210

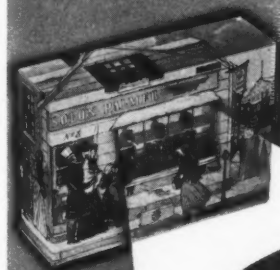
Display of a number of liquid adhesives in glass jars, each jar electrically lighted. A moving picture in color showing scenes in the company's factory and in manufacturers' plants, showing modern packaging machines in operation. A presentation of manufacturers' packages and products.

Wright's Automatic Tobacco Packing Machine Co.

BOOTH NOS. 608-609

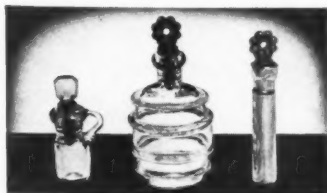
Display of a machine for automatically applying government strip stamps to whiskey bottles, a pouch machine and a pouch filling machine.

Miniature Bottles are THE CENTER OF ATTRACTION



Our miniature bottles, replicas of the hand-blown containers of Colonial America, are featured as perfume packages in the transparent window of the **Top Award** winning Solon Palmer Depot Gift Package.

These unique creations are samples of our line. We manufacture a wide variety of tiny bottles and vials from a few drops to several drams capacity. They may be either silver or gold plated (not sprayed), for additional richness; they come in colors or clear glass or with enameled surfaces. Stoppers are *unbreakable*—and fitted with gaskets to prevent leakage and evaporation. New rosette stopper, illustrated below, allows of identification by means of tags tied through center.



Stock patterns for immediate delivery or special bottles will be made up. Write for catalog.

GLASS INDUSTRIES, Inc.

10 WEST 33rd STREET • NEW YORK, N. Y.

FOR MEN ONLY!

...say the boxes for this Family



The masculine appeal of the fine Seaforth group of men's toiletries, which won Top Award in the Family Group of the All-America Package Competition, is accentuated by the sturdy set-up boxes which contain the products.

We were fortunate in having an opportunity to work with Mr. Alfred D. McKelvy in the production of the packages for his line of merchandise. Our sincere congratulations to Mr. McKelvy and his organization for the winning of this award which we consider as national recognition of a job well done.

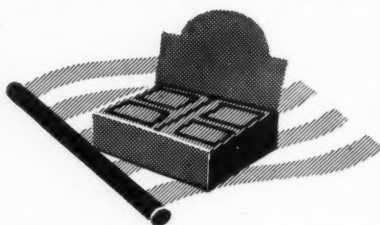
FLOUR CITY PAPER BOX CO.

304-310 PLYMOUTH AVENUE • MINNEAPOLIS, MINN.



MORRILL
Presents

SHOW YOUR COLORS



IN MODERN PACKAGING

Recent surveys indicate that the consumer has become color conscious. We are told by those who should know (and statistics bear them out) that color has proven itself a powerful merchandising force. Morrill has marshalled an imposing array of color in handy specimen books for your printing requirements. May we show you our colors?

GEO. H. MORRILL CO.
DIVISION - GENERAL PRINTING INK CORP.

100 SIXTH AVENUE, NEW YORK, N. Y.

Boston • Philadelphia • Chicago • Detroit

Fort Worth • Minneapolis • San Francisco

Los Angeles • Seattle

Package legislation

(Continued from page 312)

suggestions for proper handling. Following this trade warning, the factories were visited by bacteriologists and inspectors and the attention of the management was called to specific objectionable conditions. Official sampling was then begun, to form a basis for regulatory action where insanitary shelling practices could be correlated with shipments of filthy pecan meats. If the corrective effect of the campaign can be measured by the seriousness with which the industry has taken the 25 seizures consummated by the end of the fiscal year and by the initial improvement made in the sanitation of the shelling plants, another season will see an improvement in the cleanliness of the pecan meats on the market.

"Canned salmon production for the calendar year 1939 amounted to 5,971,527 cases, considerably less than the 10-year average of 7,026,680 cases. Although a number of Alaskan canneries did not operate during the season, 116 canneries put up a total of 5,242,211 cases. Inspections in Alaska, again made with the aid of airplanes, covered 99 canneries with a total of 189 visits which failed to reveal objectionable conditions. In all, 744 samples of Alaska and Columbia River salmon packed by 139 manufacturers were collected and examined. Only 2 lots, the output of 2 canners, were seized. No criminal prosecutions were instituted during the year.

"Again as in 1939, no action was necessary against domestically canned tuna because of decomposition, although attention was given to the output of 43 canneries, with the examination of 90 samples.

"The locally caught tuna packed in Washington, Oregon, and Monterey, Calif., involves no spoilage difficulties. The canning of tuna in southern California presents a problem, however, because much of the fish is caught in equatorial waters. The temperature of the fish, water, and atmosphere, and the inadequacy of some of the refrigeration facilities for the long distances the product must be transported render almost impossible the delivery of entirely sound fish to the canneries. The past practice of the canneries of cooking all fish before attempting to segregate the good from the bad, rendering a proper segregation impossible, also has been a matter of concern. This year, however, as a result of intensive educational work, all but one of the southern California canneries have been inspecting individual fish in the raw, a long stride toward the elimination of unfit material from the packs. The total volume of raw fish brought to the tuna canneries in southern California amounted to 179,719,093 pounds, of which 8,061,720 pounds were imported from Japan, Costa Rica, and Peru. Of the imported material 931,021 pounds, or 11.5 per cent, were rejected by the Administration's inspectors because of decomposition. Total rejections, including condemnations of unfit fish by State cannery inspectors and the industry itself,

AT THE
ALL-AMERICA-
AT THE
PACKAGING
EXPOSITION.



—you'll find UPACO adhesives holding the spotlight. Known for their sealing qualities under the most adverse conditions of handling and weather, these fine adhesives are used for every packaging purpose by the leading packagers in all fields.

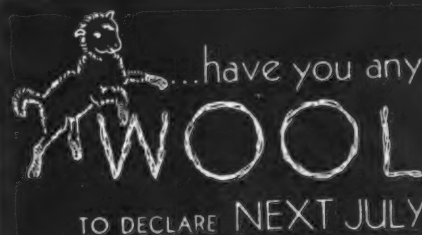
Our line includes hundreds of formulas to meet the most specialized requirements. And our research staff is always available to find *new* formulas for new packaging needs, without extra cost, developing solutions to the most difficult problems.

For economy and satisfaction—use UPACO adhesives.



Union Paste Company

1605 HYDE PARK AVENUE • HYDE PARK, MASS.



Wool percentage and other fiber content percentages must appear on tag, ticket, sticker, label. Markem Machines print the *entire* marker, or only the required variables. These machines print on paper, cardboard, fabric tape and ribbon of silk, cotton, etc.: also directly upon woolen goods and garments. Tell us your problem. We are at your service.

LABELS and TICKETS, in loose form only, are placed upon a revolving cylinder to be *safely* fed to the printing head, rotate away from operator to printing position, are printed and dropped into receptacle. Girl does 16,000 to 20,000 per day. This semi-automatic machine prints in all variables. Prints wool and other required percentages on present labels. *Ask about Model KD R-7*

LABELS and BOXES and BOX COVERS, too! Prints labels, loose or attached to boxes. Boxes, with or without contents. Box covers, deep or shallow, on or off boxes. Prints size, style, color, quantity and other variables. Wherever labels and boxes are used for woolen or other merchandise, this multi-purpose printer becomes a good investment. *Ask about Model KD*

ROLLS of paper (*gummed or ungummed*), cardboard, silk, cotton, etc., are automatically (1) fed, printed and rewound or (2) fed, printed, perforated (*paper only*) and rewound or (3) fed, printed, cut off and stacked. Machine stops at predetermined count. Constant attendance not required. Type changes quickly made for another run. Provides convenient-to-use reserve stock of labels and tickets. *Ask about Model 125*

SITUATION WANTED in shipping or packing department, by printer with 30 years' specialized experience in handling printing of variables. Knows special ink and marking compound formulas, quick change type holders, time saving work tables and attachments to speed production of labels, boxes, covers, etc. Will guarantee to save money. Best references. Address Ima Markem Printer,

MARKEM MACHINE COMPANY
INDUSTRIAL MARKING HEADQUARTERS
MARKING PRINTING • EMBOSSED
STAMPING • INDENTING **MACHINES**
For IDENTIFICATION • APPEARANCE • INSTRUCTION upon
METAL • PLASTIC • GLASS • HARD RUBBER
WOOD • FIBRE • LEATHER • FABRIC
PRODUCTS • PARTS • CONTAINERS
40 Emerald Street KEENE New Hampshire

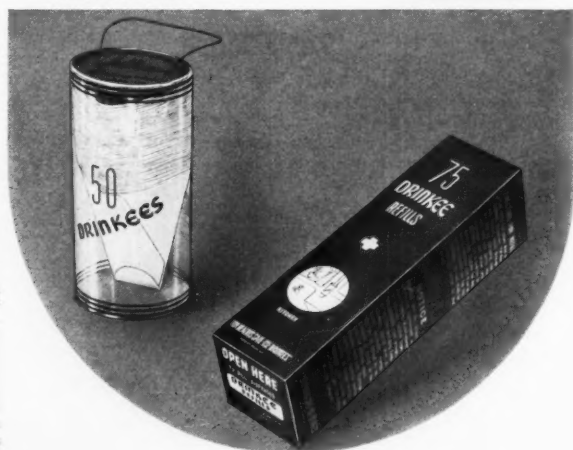


Two *All-America Prizes* TO CUSTOMERS OF FOLDING BOXES, INC.

A new package for baseballs that protects its merchandise and sells it, too; a refill container for a unique drinking-cup dispensing package—two totally different types of packages to solve two different packaging problems—but each a winner, because each was solved correctly!

That's the service each of our customers gets—individualized attention to special problems—the application of the folding carton principle to any number of unique requirements—these are standard parts of our custom carton creation service.

FOLDING BOXES, INCORPORATED
MANCHESTER ' ' ' CONNECTICUT



and the imported material inspected by the Food and Drug Administration, aggregated 13,112,664 pounds. Twenty-three lots of imported canned tuna, totaling 339,000 pounds, were offered for entry and 2 lots, consisting of 11,500 pounds, were detained because of decomposition. This is a material reduction in volume from the 121 lots, totaling 1,330,000 pounds, imported last year, when 15 lots, aggregating 199,000 pounds, were detained.

"Notable improvement has been made by the industry in the quality of fish shipped out of New England. Only 24 consignments of fish or fish fillets, including ocean perch, cod, haddock, whiting, and pollack, were seized, in comparison with 233 lots in 1939. In volume, the 1940 seizures involved less than 87,000 pounds while the total seized in 1939 is estimated at more than a half million pounds. Many of the boatmen, in an attempt to deliver fish to the market in the best possible condition, have practically sterilized the holds of their vessels and have further insulated them against outside temperatures for the trip of 300 to 500 miles from the fishing banks to the fish piers. Intensive attention is called for in the case of the few packers who still do not take adequate precautions against spoilage.

Economic Violations

"The campaign against low-fat and short-weight butter was intensified in 1940, with 155 seizures covering the products of 126 manufacturers resulting. In 1939, 128 shipments of butter, the output of 86 manufacturers, were seized. Criminal prosecutions dropped from 34 in 1939 to 21 in 1940. Actions taken because of the adulteration of butter with mineral oil, described at length in the 1939 report, accounted for only 1 seizure, as compared with 14 seizures and 2 criminal prosecutions in 1939, an indication that this method of meeting the butterfat requirement has been discouraged.

"Adulterated non-alcoholic fruit-type beverages were the basis of only 2 seizures against the products of different shippers, a material decrease in actions from those taken in 1939 when 30 seizures involving the products of 22 shippers were effected. No cases of the shipment of synthetic flavors labeled as genuine fruit flavors were encountered in 1940.

"Adulteration of fresh oysters with water accounted for six seizures, and four shipments of dressed poultry were seized for the same offense. This method of adulterating poultry is accomplished by injecting water by means of a hypodermic needle into birds before freezing. Four seizures of canned tuna or tuna flakes misbranded as to variety were effected. Among the products accorded action because of short weight were packaged coffee, alimentary paste, peanut butter, canned mackerel, canned sardines, and olive oil. Two consignments of olive oil were found also to be adulterated with cheaper vegetable oils and seizure charges were made on both short-weight and adulteration counts. Criminal prosecution was instituted against three defendants for violative olive-oil shipments."



Note: Smear with ink or grease
then wipe with a damp cloth. →

ADD THE *Sparkle* OF CELLULOSE LAMINATION

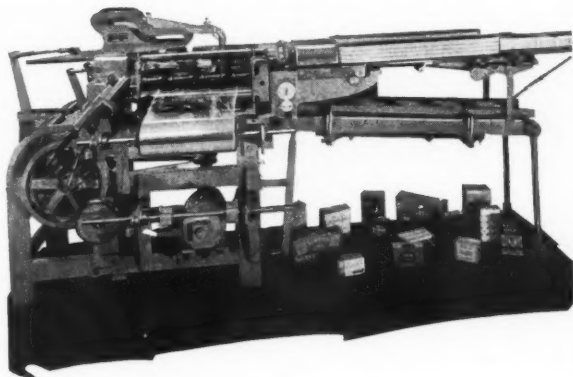
Whether one color or five...notice the difference.
★ Whether your prime consideration is eye appeal,
durability, protection, or workability...H&M lam-
ination is the answer. ★ Yes, you get luster and
zip, freedom from discoloration or fading, protection
against moisture or grease, a finish that can be
folded or punched. ★ Send us your samples...we
will laminate, and return with quotations.

H O L E S A N D M ' C L E L L A N
B E D F O R D - O H I O



C
A

Completely Adjustable Automatic Wrapping MACHINE



● The Hayssen Manufacturing Company, builders of automatic wrapping machines for over thirty years, will exhibit a completely adjustable automatic wrapping machine in booth #505 at the Packaging Show at the Stevens Hotel.

● This unit will be adjusted to wrap one pound packages of yeast and is equipped with Electric Eye.

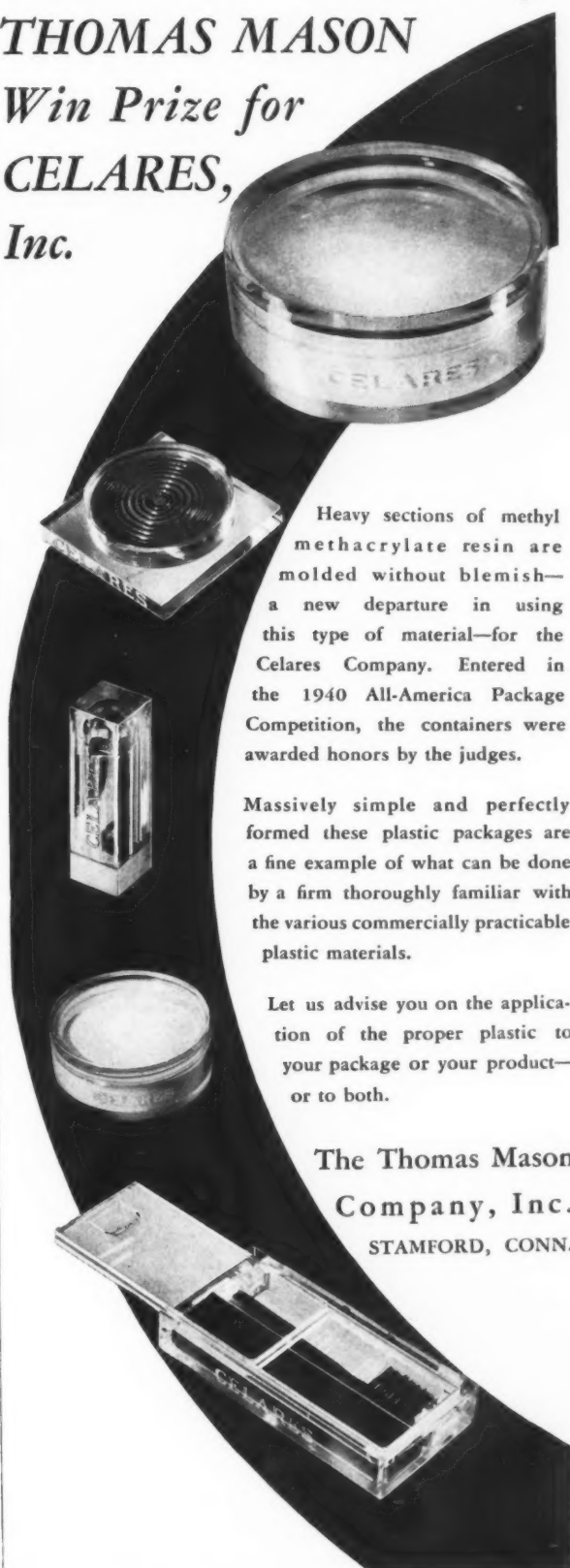
● The same machine can be easily adjusted to a wide variety of sizes. Likewise all Hayssen wrapping machines are adjustable and these units are built in various sizes to accommodate large and small cartons. Check the following nine reasons why you should purchase a Hayssen:

- 1—Low capital investment
- 2—Fully automatic
- 3—Simplicity of design
- 4—Low upkeep cost
- 5—High speed wrapping with variable speed change
- 6—Perfectly wrapped packages
- 7—Fully adjustable
- 8—Cellophane or paper wrapping—heat or glue seal
- 9—Photo electric cell registration

Write us for further information and we will send literature or have our representative call according to your wishes. Whatever your packaging problems may be, we will be glad to solve them for you.

Hayssen Manufacturing Co.
SHEBOYGAN, WIS.

Plastic Containers by THOMAS MASON Win Prize for CELARES, Inc.



Heavy sections of methyl methacrylate resin are molded without blemish—a new departure in using this type of material—for the Celares Company. Entered in the 1940 All-America Package Competition, the containers were awarded honors by the judges.

Massively simple and perfectly formed these plastic packages are a fine example of what can be done by a firm thoroughly familiar with the various commercially practicable plastic materials.

Let us advise you on the application of the proper plastic to your package or your product—or to both.

**The Thomas Mason
Company, Inc.**
STAMFORD, CONN.

AMERICAN BONDED PRE-FINISHED

Chrome Steel



...Used in Award Winning Counter Display



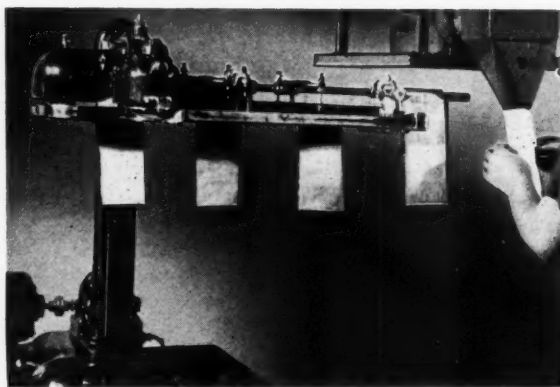
Available in Nickel, Chromium, Brass and Copper Finishes . . . in Coils $\frac{1}{8}$ " to 24" wide. (Also in Sheets)

In this award winning display for the Joseph Dixon Crucible Company, the Kollman Case Company of Fort Wayne, Indiana, used American Bonded Chrome Steel for trim. Designers have discovered that the mirror-like, durable finish and workability of American Bonded Pre-finished Metals adapt them to many forms of packaging. And being pre-finished, these metals require no plating, buffing or polishing. Production is faster, costs lower. Let us explain what American Bonded Pre-Finished Metal can do for you.

AMERICAN NICKELOID COMPANY

America's Oldest Pre-Finished Metal Manufacturer
1319 Second St. — Peru, Illinois

40 BAGS} SEALED A MINUTE!



RAPID ROTARY SEALER

Rapid, automatic bag sealer—rotary type, belt carry for speedier operation. 40 bags a minute in actual installation. No extra operator on certain types of bags. Seals Cellophane, Pliofilm, Diafane, Maralux and other thermoplastics. Independent thermostats control pre-heating unit for conditioning where necessary. Does labelling, too.

Write for further information. Complete line on view in operation in our showroom.

AMSCO PACKAGING MACHINERY, INC.

31 - 31 Forty-Eighth Ave., Long Island City, N. Y.

Drugs and Devices

"The drug industry as a whole," the report continues, "has been taking stock of its label claims and during the postponement period, which covered the entire fiscal year 1940 for some provisions, voluntarily corrected some practices that had demanded regulatory actions in previous years. During the year the Administration's medical staff devoted concentrated attention to the development of facts and information upon which to base scientifically sound policies relating to dangerous drugs, adequate directions for use, adequate warning statements, and justifiable therapeutic representations. In response to requests of drug manufacturers, trade associations, and the press the conclusions and findings derived from these studies were made generally available. As a result of this, widespread changes in the composition and labeling of many classes of drugs were effected. An example of the results of this educational effort may be seen in the field of so-called headache remedies. The composition of a large number of such preparations was radically changed and in many instances the dosages of potentially dangerous ingredients were sharply reduced. It is evident that the public benefit resulting from the new Act cannot be measured wholly in terms of specific legal actions.

"Although the industry was permitted time to adapt itself to the novel labeling provisions of the new law and regulations, there could be no relaxation of other requirements applicable to drugs and drug products shipped in interstate commerce. Seizures were based on 375 interstate drug and device samples in 1940, a slight increase over the 362 reported under both acts in 1939. Primary attention was given to the drug products that might be dangerous to health when used in the dosage, or with the frequency or duration prescribed, recommended, or suggested in the labeling thereof. This was a follow-up of the intensive work under the new act of the previous year, when 45 seizures and 30 prosecutions involving dangerous drugs were instituted. Attention was given to the output of 312 manufacturers, with 194 factory inspections and the examination of 564 domestic samples. Twenty-five consignments, the output of 19 shippers, were seized. Criminal prosecution was instituted against 1 shipper. The fact that these seizures occurred during the period of transition from the old to the new law accounts for the low proportion of criminal prosecutions. The various drug items seized contained such potent ingredients as aminopyrine, acetphenetidin, acetanilid, bromides, and thyroid, either in excessive quantities or without suitable precautions on the labeling to insure safe use. Again as in 1939 no articles containing di-nitrophenol were encountered.

"In addition to actions taken against products containing dangerous constituents, one prosecution case involving possibilities of danger was developed because a manufacturer had mistakenly mixed labels of aromatic spirits of ammonia and highly toxic Larkspur Lotion,

Meyercord
DECAL LABELS

HELP SEAFORTH
LINE TAKE TOP
"FAMILY GROUP"
AWARD



THE MEYERCORD CO.

5323 West Lake Street, Chicago, Illinois

America's Leading Designers and Manufacturers of Decalcomania

The Alfred D. McKelvy Company's Seaforth line of men's toiletries said "ALL AMERICAN WINNER" from the minute of its birth. The entire line of stone containers, set-up boxes, cartons and wraps was intelligently conceived and well executed.

No small part of the line are the beautiful Decal labels by Meyercord. Typical of the work we do for the packaging field, they were selected by the judges to participate in the Top Award won by the McKelvy Company.

You can have the same high quality "Decals" on your packages and displays. Our full technical facilities are available for the solution of your labeling and decorating problems. Call on us.

AMERICAN MANAGEMENT ASSOCIATION'S

**Packaging
Exposition
AND
Conference**

Machinery, materials, services and techniques for the more effective, sales-productive packaging of your product, and its more efficient and economical packing and shipping.

Stevens Hotel, CHICAGO... April 1 to 4, 1941

Let America's foremost designers
of Transparent Packages—
*dramatize
your product*



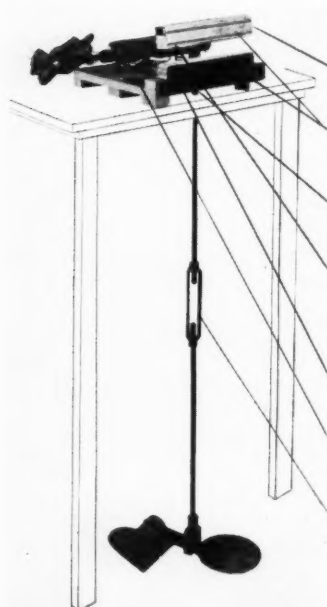
"Showbox Studio of
Package Design" will build
you a sample package
upon request!

Whenever items are merchandised in SHOWBOXES, things commence to happen! Transparency stimulates "impulse buying" tremendously. That's why SHOWBOX users report sales increases from 55% to over 300%. Production line methods bring you rigid, transparent SHOWBOXES at surprisingly low prices, too. Send us a sample of your product. Our Studio of Package Design will return it in a specially designed Showbox... one that is sure to greatly increase sales.

SHOWBOX

DIVISION OF CENTRAL STATES PAPER & BAG COMPANY
2600 N. BROADWAY, ST. LOUIS, MO.
CHICAGO • DETROIT • NEW YORK

MATCH THIS VALUE . . . If You Can!



Sturdy, bench model Power-weld Crimper heat-seals bags made of cellophane and other heat sealing materials so **THEY STAY SEALED!**

- * precision-built for long life.
- * thermostat heat-control in both jaws prevents curling of bags.
- * composition fire-proof base.
- * aluminum jaws allow even distribution of heat—no corrosion.
- * insulated jaw front—no finger burns.
- * heating element guaranteed for life of machine.
- * adjustable steel pedal rod—no stretch—positive pressure ratio 3 to 1 at jaws.
- * best heat-seal value on market today!

**ONLY
\$29⁵⁰**

CLEVELAND CRIMPING PRESS COMPANY

designers and manufacturers
231 Rockefeller Building

Write today for information on our other models. Pliofilm heat-sealer; and deluxe portable crimping machine.

Cleveland, Ohio

substituting one label for the other on a small consignment. All of the mislabeled bottles were recovered before any injury occurred.

"Separate records have been made of actions taken against proprietary medicines misbranded with false or misleading therapeutic claims. During the fiscal year 46 seizures, involving the output of 42 shippers, were directed against misbranded proprietary drug products for human use, and 11 shippers were prosecuted for making 29 violative interstate shipments. In 1939, 33 consignments, the product of 31 shippers, were seized and criminal prosecutions were instituted against 26 defendants. The output of 822 manufacturers of this type of products was given attention and 557 samples were examined, in comparison with 432 manufacturers and 471 samples in 1939.

"Misbranded veterinary remedies resulted in 14 seizures, the output of 14 shippers, slightly higher in number than the 10 seizures of products shipped by 9 concerns reported in 1939. No criminal prosecutions were instituted, whereas 6 manufacturers were prosecuted for 22 violative shipments the previous year. Coverage of the manufacturers was increased from 97 in 1939 to 171 in 1940, and a total of 151 samples of veterinary remedies was collected, in contrast to 114 in the year 1939.

"Chemicals and preparations purporting to comply with the United States Pharmacopoeia standards accounted for 14 seizures and the criminal prosecution of 6 manufacturers, contrasted with 45 seizures and 14 criminal prosecutions in 1939. A total of 1,028 crude drugs, chemicals, and chemical preparations purporting to be of pharmacopoeial quality was collected and analyzed, the lots representing the output of 263 manufacturers. The United States Pharmacopoeia figures given are exclusive of those for U. S. P. anesthetic ether, which cover the sampling of 253 shipments and the examination of 3,151 individual cans. The contents of 10 cans, or less than 0.32 percent, failed to meet the pharmacopoeial standard and 1 seizure resulted. In 1939 the percentage of violative cans was 1.9, and in 1939, 3.8 per cent failed to conform with the standards. Improvement in quality is evident.

"Only 1 seizure of chemicals and chemical preparations purporting to be of National Formulary quality was necessary in 1940 as compared with 2 in 1939. Two manufacturers of these products were defendants in criminal prosecutions resulting from 3 consignments, whereas 11 manufacturers responsible for 13 different shipments were prosecuted the previous year. In 1940, 775 National Formulary products, of which 38 were glandular preparations, were examined; these were the product of 268 manufacturers.

"Unofficial chemicals and preparations totaling 1,091, the output of 345 manufacturers, were examined; seizure of 6 consignments and criminal prosecution of 2 shippers of 6 lots resulted. In 1939 there were 8

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Boxes are
Precision
Made



Look
for the
Trade Mark
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Simplex paper boxes combine the attractiveness, the durability of the set-up box . . . and the economy and compactness of the folding carton!!

These boxes are made in one or two-piece construction to meet the needs of every manufacturer and every product!! Strong, handsome, easily assembled, bringing economies all along the line, they're the logical package for your product.

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If you're bothered with a packaging problem . . . a storage problem . . . cost problem . . . Simplex boxes are your answer.

Package your product in a paper carton that efficiently meets plant and production requirements; that saves space, time and money — a box that is a silent, but effective salesman. Your inquiries are invited.

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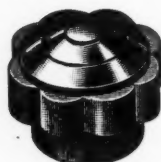


Is your package one that people see . . . ask about . . . and buy? An attractive design is your most powerful asset at the point of sale . . . and doubly effective if backed by merchandising that tells the sales story. Our complete service offers you intelligently planned designs, perfectly executed, capably and economically produced, plus an advertising promotion service that does a perfect selling job for your product.



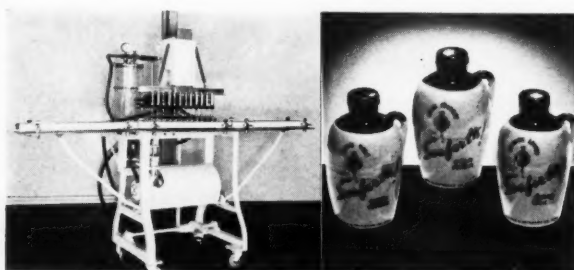
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● Filling the little stone jugs of McKelvy's Seaforth line, which won Top Award in the Family Group of the All-America, is no easy task. The jugs are of an odd shape and must not be filled beyond a specified height in order that the fluids (cologne, deodorant and shaving lotion) may be easily dispensed through the special closure.

● The line has been a huge success in retail shops throughout the country, necessitating greatly increased production to meet orders. Here the great flexibility of the ERTEL EMSA VACUUM FILLER is well demonstrated. It has eliminated the filling bottleneck, nightmare of so many packagers.

Fills 12 bottles at a time, foot pedal connecting spout and bottles—lever on top housing raises and lowers spouts to coincide with size of bottles—bottles filled at rate of 3-3 1/2 gallons per minute . . . automatically oiled pump—conveyor folds when machine is not in use, saving floor space—furnished in bronze nickel plated or stainless steel—easy to clean and operate.

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seizures of unofficial chemicals and preparations, and 23 interstate shippers were prosecuted.

"Legal actions against non-sterile surgical dressings included seizure of 56 consignments of absorbent cotton, cotton swabs, and dressings, representing the products of 29 manufacturers; 3 lots of nonsterile sutures were seized. Last year 57 seizures of surgical dressings and 11 of sutures were made on charges of nonsterility. Continued action against defective prophylactics accounted for 133 seizures, a material increase over the 75 seizures effected in 1939. The products of 73 prophylactic manufacturers were given attention with the examination of 788 samples in 1940, while during the previous year 69 manufacturers' products were given consideration and 605 samples were carefully examined.

"Only 3 seizures of dangerous devices were necessary during 1940, the second year of enforcement of the dangerous-device provisions of the new act, which became effective immediately upon its enactment on June 25, 1938. Apparently the Administration's efforts to remove from the market lead nipple shields, which had caused fatal lead poisoning of nursing infants have met with some success, for the 37 seizures of these devices in 1939 were followed by only 1 violative shipment encountered in 1940. The other 2 seizures of dangerous devices involved nasal applicators.

"The enforcement of the prohibition against misbranding of devices with false and misleading therapeutic claims became effective on June 25, 1939. During the 1940 fiscal year, 34 violative shipments of these articles were seized and 2 criminal prosecutions were instituted. Among the health claims borne upon the labeling of these items were recommendations for treatment of almost 'every ill the flesh is heir to.' The largest number involved therapeutic lamps, heat and light applicators, and other devices incorporating an electrical impulse; they bore claims for such serious disorders as kidney and heart disease, eczema, abscesses, gangrene, varicose veins, asthma, ulcers, rheumatism, and in some cases even Bright's disease and diabetes. Next in number were vaporizers and inhalers, which stressed respiratory ailments in particular, but did not confine themselves to so limited a field. One of the devices responsible for the criminal prosecution of the shipper consisted of a copper plate to be worn in the right shoe and a zinc plate in the left, the combination purporting to generate electricity in the body which would dissolve uric acid in the blood and relieve high blood pressure, glandular trouble, and asthma, 'usually' in 30 days. The second prosecution case was based on a device reminiscent of a medieval torture instrument. It consisted of a leather harness designed to fit under the neck and back of the head and was attached to the ceiling by means of a rope and block and tackle, which the operator manipulated to cause a stretching of his neck. It was represented as a competent treatment for such conditions as functional disorders of the head, neck, and throat; insomnia;

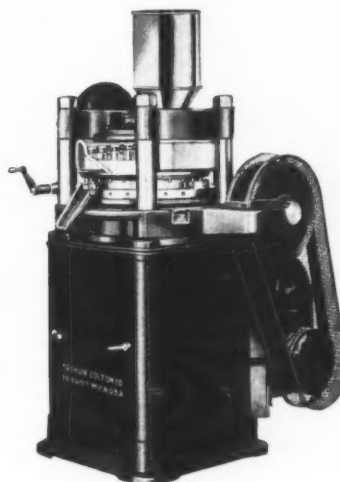


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We congratulate our customer, Jests, Inc., and the many hundreds of other important customers who use our machines with the same efficient, low-unit-cost service. Award-winners or not, they all have the best machines money can buy.

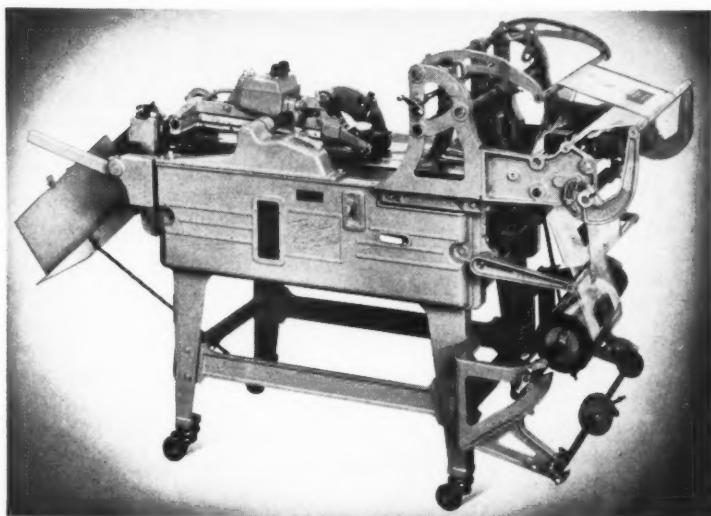


Colton machines make Jests famous antacid tablets.

ARTHUR COLTON CO.

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The Simplex High Speed Automatic Bag Making Machine makes Cellophane and Plio-film bags in sizes from 1½ inches to 9 inches wide and from 2 inches to 16 inches long. The Simplex will produce up to 4,000 bags per hour.

More than a hundred large and small plants now use the Simplex. Many industries are represented. We will gladly give you their names. We strive for simplicity in operation and versatility. Quality of the product will bring quantity in sales we believe.

The Simplex features the latest possible improvements . . . new dual thermostat designed for better heat control . . . instant variable speed . . . no gears to change . . . advantages of the electric eye . . . duplex bags, etc.

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hay fever; catarrhal conditions, sinus trouble; apoplexy; several types of neuralgia; crossed eyes; angina pectoris; bronchial asthma; various heart troubles; and other disorders too numerous to list in this brief report.

Actions on Cosmetics

"The immediate campaign against dangerous cosmetics, begun within 3 weeks after approval of the Food, Drug, and Cosmetic Act and resulting in 85 seizures and 49 criminal prosecutions during the 1939 fiscal year, apparently removed from interstate channels the major stocks of cosmetics, capable of causing serious injury. In 1940, only one product, a lash and brow dye containing paraphenylenediamine, was seized as a dangerous cosmetic. The prosecution of the concern responsible for the shipment of this article was the only criminal prosecution instituted during the year for traffic in dangerous cosmetics. Continuous surveillance maintained by the field staff developed the information that many manufacturers of such articles had changed their formulas to eliminate the potentially dangerous constituents and others had withdrawn their products from interstate commerce.

Deceptive Containers

"The deceptive-container provisions for foods, drugs, and cosmetics in the 1938 law became effective on June 25, 1939. Although the subject might be discussed as a part of Food Violations Involving Economic Cheats, and under the drug and cosmetic enforcement sections, it is so novel a type of Federal regulation that a separate section will be devoted to the record of the first year of enforcement.

"A food, drug, or cosmetic 'shall be deemed to be misbranded if its container is so made, formed, or filled as to be misleading,' the 1938 Act provides. A container may appear in many guises to deceive the consumer into believing he is purchasing more than the package actually contains. Glass bottles may be made of thick glass, or may be formed with panels, of excessive height, with indented bottoms, or in irregular shapes. Seizures of flavoring extracts, nose drops, and other liquid drugs, and cosmetic lotions were among those effected in 1940 because of misleading bottles. Opal jars for cosmetic creams may have all of the faults of the deceptive glass bottles and, in addition, may have raised covers.

"The container itself may be well-filled but enclosed in an excessively large carton. A campaign was waged against tooth paste enclosed in cartons large enough, in many instances, to hold two or more tubes. The industry accepted the challenge and has devoted its talent to the intricate manufacturing problems involved in fitting tubes into cartons truly indicative of the size of the enclosures.

Hummel & Downing CARTONS
WINS AWARD—ONCE MORE!



Last year it was a new departure in cheese cartons... This year, Hummel & Downing comes through with the special household carton for the Pabst Brewing Company—the "Handy Six" package holding six 12 oz. cans of Pabst beer. This carton is especially designed to fit into the Pabst Company's Top Award winning automatic packaging line as well as their merchandising plans. The cartons go in flat, are packed, then glued and set four or eight at a time into cartons. Then they go out and help sell more Pabst beer. The manufacture of cartons that are both beautiful and functional is our business. We sometimes win prizes—our customers ALWAYS win sales... Let us show you.

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A new departure in stocking boxes, the first to be made with a hinged cover, has won All-America honors and many new sales for the Sapphire Hosiery Corp.

This unusual box is a product of our complete, creative set-up box service. We manufacture every type of automatic strip and blanket-top box for packagers of the finest cigarettes, razors, pen and pencil, and manicure sets. We produce luxury hand-made boxes and counter displays in all shapes and sizes for packagers of quality cosmetics and perfumes. Bring us your packaging problem.

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a Second...
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Grocery packages flowing into and out of the warehouse faster than a watch ticks—2 packages every second! That was the problem of Sprague-Warner, Chicago wholesale grocers. The system just couldn't slow down... just didn't dare to stop. The hand-trucking, cross-hauling, confusion and cost put terrific pressure on everyone concerned. So Sprague-Warner called in Lamson conveyor engineers. Now 36 Lamson belt and gravity package conveyors are taking form—converting all motion into straight-line flow. Get complete facts on Lamson Conveyors in your business. Don't wait. Mail the coupon now.

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Without cost or obligation, please send information on the use of Lamson Conveyors in the.....industry.

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Pledge Nail Cosmetics won the only award given to this type of package in the 1940 All-America Package Competition.

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"Deception may occur in cardboard, fiber, or metal containers because of excessive size which encourages slack filling, occurring frequently in spice and grated cheese packages; because of false bottoms, space-consuming partitions, and excessive wrappings, with candy sold at amusement concessions the worst offender in 1940; because of indented bottoms, sometimes found in ice cream and cosmetic cartons; or because of raised covers, furnishing sufficient space in some face-powder boxes for a powder puff of excessive dimensions. The prohibition against so filling containers that they may mislead the consumer resulted in many seizures during the year of alimentary pastes, such as macaroni, spaghetti, vermicelli, and noodles.

"Many manufacturers, however, responded immediately to the provisions of the law and there are already on the market a number of packages about half their former size that contain the same amount of material, and others that use the old containers but fill them and overstamp the net-weight declaration to show double the former contents.

"Another example of the deceptive filling of containers is the facing of glass jars of chicken and noodles with thin strips of chicken to suggest a much larger proportion of chicken than the mixture actually contains. Packers are taking steps to correct this form of deception. Another form of deceptive packaging is the enhancing of articles by the use of colored cellophane wrappers or windows in containers, such as red for poorly colored tomatoes, or yellow for plain noodles to suggest egg noodles.

"During the year seizure action was instituted against 145 shipments on charges of deceptive containers. Foods constituted 89 of these, with 34 candy, 20 alimentary paste, and 11 flavor seizures accounting for the major portion and 2 or more actions taken against spices, packaged tea and tea balls, grated cheese, and cookies. Cosmetic packages, responsible for 33 of the seizures, contained tooth paste, cleansing cream, depilatory cream, shaving cream, and face powder. Twenty-three of the deceptively packaged lots seized contained drugs, such as eye, throat, and nose drops in cartons too large for the bottles; and bandages and adhesive tape in oversize containers.

New Analytical Methods

"New analytical methods for the detection and proof of adulteration are obviously necessary for new types of products brought under Federal regulation, such as cosmetics. Equally important is the development of methods for items already subject to regulation. Conclusive new objective methods for old types of adulteration and methods for the detection of new forms of sophistication are a continuing challenge. The study of such problems is an essential function of the Washington staff of chemists and microanalysts.

"Entry into the new field of cosmetic regulation requires the assembling of basic information concerning the products sold in the United States and the develop-



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Werthy ribbons are used exclusively on the most unique packages in the 1940 All-America—so outstanding the judges had to create a Special Award for the group.

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FOR YOUR WINNING PACKAGE,
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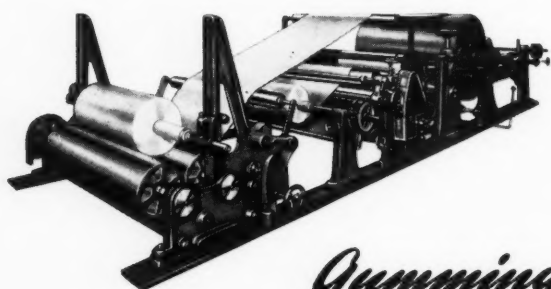
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Envelopes, pouches, cigar tubes and transparent drinking straws made of—

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ment of suitable methods of analysis. A classification system has been worked out for the products in the cosmetic field from the viewpoint of the analytical chemist, and a compilation has been made of the raw materials used by the industry. Because of the newness of Federal regulation, methods of analysis for cosmetics are practically nonexistent in the literature. Attention has been primarily directed to the protection of the consumer against dangerous cosmetics. Preliminary methods have been developed for hair dyes, lipsticks, depilatories, and deodorants. In addition to general methods for the detection of the common components, special methods have been developed for particular components, such as sulfides and thioglycollates in depilatories; such ingredients as selenium compounds and bromo-acid in lipsticks; and in hair dyes inorganic constituents, such as lead, bismuth, silver, iron, copper, nickel, and cobalt, as well as component coal-tar derivatives. Analyses have been made on lipsticks, lip rouges, eyebrow pencils, and other cosmetics suspected of having caused injuries.

"The Food Division's investigations have included refined methods for the detection of selenium and fluorine in foods, rational ash methods, the application of cholesterol determinations to the estimation of egg content in noodles, and the detection of the addition of neutralizing agents to tomato paste. The Administration's radium laboratory was rebuilt to increase the accuracy and the sensitivity of the methods used, an essential change because of the tremendous strides physicists have made during the past few years and the new information on radium poisoning they have developed. A new apparatus has been constructed for the detection of extremely minute quantities of radium down to a millionth of a millionth of a gram.

"The Chemical Section of Drug Division has developed methods for the separation and determination of aminopyrine in mixtures; the estimation of a mixture containing aspirin, caffeine, and cinnamyl ephedrine; and the assay of oil of peppermint and other essential oils. Work has been started on methods for the assay of mydriatic alkaloids, cascara, ergot alkaloids, and thyroid preparations. Methods of analysis developed in the field station laboratories, have been collected, edited, and circulated to all the chemists in the field service.

"The most outstanding work done by the Micro-analytical Division during the year has been the development of new methods for the determination of filth in various food products. Among these are methods for the examination of corn meal and peanut butter. The contaminants are chiefly of soil, rodent, and insect origin combined to some extent with decomposition. These new methods have furnished a practical means of judging the character of the raw material used in the manufacture of these products. Reference has already been made to the method for estimating mold mycelia in butter which, because of its reliability in indicating butter made from bad cream, has been adopted and used for regulatory purposes."

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First in 1938—the Lord Calvert Whiskey label;

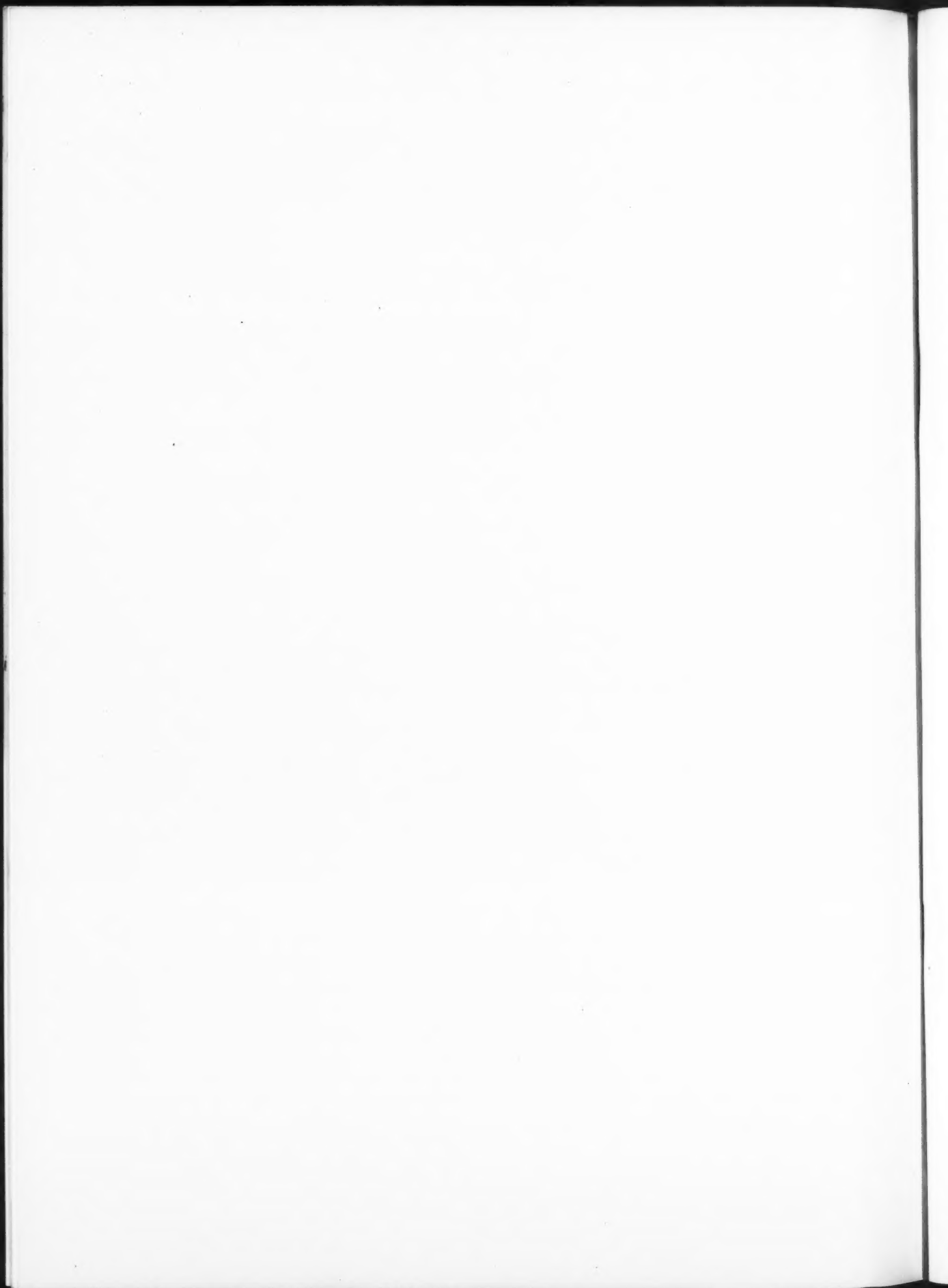
First in 1939—the McCormick "Mc" label; and

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Sales Offices in Principal Cities



Proposed Drug Regulations

Dr. James J. Durrett, in charge of the Food and Drug Administration's new drug work told the midyear meeting of the American Pharmaceutical Manufacturers' Assn. that regulations governing labeling of drugs deemed too dangerous for distribution for use by laymen will be made public soon. The proposed new FDA regulations will be first published in the Federal Register and the industry will have an opportunity to comment on them before they become final. Thus they may be further revised as a result of these comments. It was indicated that the new proposals would deal particularly with labeling of new drugs for which applications have been submitted under section 505 of the Food, Drug and Cosmetic Act. It was further indicated that the regulations would leave it optional with manufacturers to decide for themselves in what category their product would fall—whether for use only under the direction of a physician or whether they would be distributed generally to laymen.

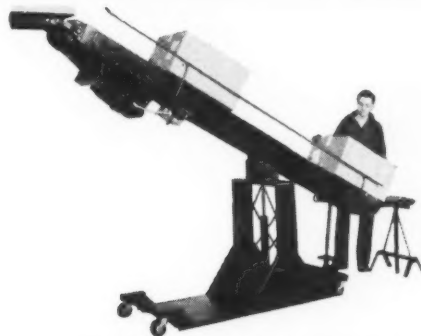
If intended only for use under a physician's direction, labeling should bear the prescribed statement to this effect, Dr. Durrett said. It should not carry any directions for use, but must carry any warnings against use under certain conditions which may be required by the law. Dr. Durrett particularly cautioned that these warnings should be so written as to avoid any language which would reveal to a layman the purpose for which the medicine was intended. He suggested, further, that a statement be placed on labels calling the physician's attention to the fact that the manufacturer had full information concerning uses of the product and limitations on its use and that this information would be sent upon application.

Labels Must Be Informative

The Food and Drug Administration plans to make increasing use of section 201(n) of the Food, Drug and Cosmetic Act in order to compel manufacturers of drugs and cosmetics to reveal facts which consumers ought to know about their products, according to W. G. Campbell, Commissioner of Foods and Drugs.

Section 201(n) requires the FDA to take into account, in determining whether the labeling of a product is misleading, not only positive representations, but "the extent to which the labeling fails to reveal facts material in the light of such representations or material with respect to consequences which may result from the use of the article to which the labeling relates under the conditions of use prescribed in the labeling thereof or under such conditions of use as are customary or usual." This section provides that if a difference of opinion exists among experts as to the truth of a representation made or suggested in the labeling, it may make the labeling misleading if there is material weight of opinion contrary to such representation and this fact is not revealed.

Mr. Campbell said, "It is utterly impossible to lay down any general rules to say when section 201(n)



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applies and when it does not. We construe it to mean that manufacturers must tell consumers the whole story about their product. It is up to each individual manufacturer to look at his products and at his labels and decide whether anything is being withheld which should be told to consumers."

Standardization of Honey Containers

A new Simplified Practice Recommendation for containers for extracted honey has been approved by the accredited Standing Committee cooperating with the National Bureau of Standards of the Department of Commerce and is now being submitted to producers and packers for their approval. Under the new Standard, 2-, 5- and 8-oz. containers and 1-, 1½-, 2-, 2½-, 3-, 5-, 10- and 60-lb. containers would be standardized. The principal revision is represented by the inclusion of the 2-oz. package designed for individual serving in restaurants, diners, etc., and for the retail trade.

Uniform State Food Act Revised

The Executive Committee of the Assn. of Food and Drug Officials of the United States has accepted and endorsed a revision of the Uniform State Food, Drug and Cosmetic Bill which this Committee previously issued. Principal changes in the model Bill involve deletions of references to the U. S. Department of Agriculture. These changes are made necessary in view of the shifting of the Food and Drug Administration from the Department of Agriculture to the Federal Security Administration.

Another "Uniform State Food, Drug and Cosmetic Act" has been approved by the Council of the American Pharmaceutical Assn. and by the National Drug Trade Conference. A third uniform Act has been drafted by counsel for the Associated Grocery Manufacturers of America, Inc., and the American Pharmaceutical Manufacturers Assn. All three bills are designed for presentation and consideration by State Legislatures meeting this year in those states which have not already adopted Acts in keeping with the new Federal law.

New Tennessee Drug Act

A new State Food, Drug and Cosmetic Act has been passed by the General Assembly of the State of Tennessee and approved by the Governor as of February 15, 1941. The law will go into effect July 1, 1941. In general, the Act is modeled upon the Federal Food, Drug and Cosmetic Act. It provides for injunction proceedings and criminal penalties similar to those provided for in the Federal law. The administrative agent is the Commissioner of Agriculture of the State and prosecutions under the law will be conducted by local district attorneys, general attorneys or city at-

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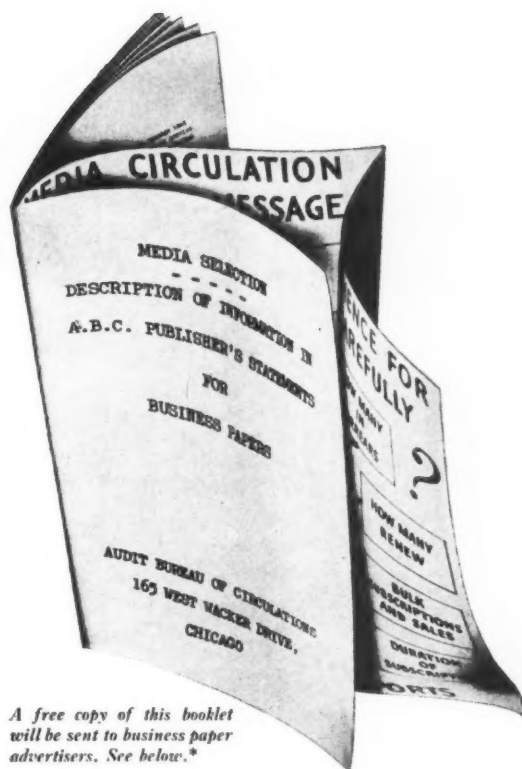
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MODERN PACKAGING

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Ask for a copy of our latest A.B.C. report

A. B. C.=AUDIT BUREAU OF CIRCULATIONS=FACTS AS A MEASURE OF CIRCULATION VALUES

SEALED with No. 70 Odorless Carton Sealing Glue



... a Williamson product with lightning tack that gives high speed operation in the manufacture of folding paper cartons... and machine-sealing top and bottom flaps of filled cartons. It's a "filtered" glue, insuring remarkable smoothness and uniformity... for peak production on your fastest automatics.

SAMPLE IT....

Jar of No. 70 sent free on request. Mention type of machine you use.

WILLIAMSON ADHESIVES, Inc.
2323 West 18th Street, CHICAGO
We do not believe there is any substitute for quality

CLASSIFIED

➔ YOUNG AMERICAN DESIGNER :

With nine years active experience in package and display field would like to connect with major producer as design consultant. Would contact clientele, plan designs, research, superintend samples. Production conscious. Unique record of accomplishment with internationally known manufacturers. Substantial base salary with excellent potentialities must justify his severing sound connection. Protestant, married, college. Reply Box 129, Modern Packaging.

➔ FOR SALE: Cellophane Wrapping machine, Model "FA" Wrapping Machine #8917,

equipped with a heat sealing device, a Gen. Elec. Type K-erA, 1/3HP., 1725/148 RPM, 220 volt, 60 cycle, 3 phase, right angle worm reduction motor. Guaranteed. Reply Box 130, Modern Packaging.

➔ WANTED: Interested in purchasing for cash

a few used Pony Labelrite presses. Address Box 131, Modern Packaging.

➔ HELP WANTED: Salesmen to sell line of

Special Wrappings—must be thoroughly acquainted with Wholesale Baking and Confectioners accounts in Michigan, Illinois, Indiana, Iowa and Missouri. Commission Basis Only. In reply state age, experience and present connection as well as territory now travelling. Address Box 132, Modern Packaging.

torneys to whom the Commissioner reports violations of the act.

The bill also contains a prohibition of false or misleading advertising. In this respect it endows the Commissioner of Agriculture with power greater than those enjoyed by the Federal Food, Drug and Cosmetic Administration. The regulation of advertising under Federal law is administered by the Federal Trade Commission. The Commissioner of Foods and Drugs regulates only such advertising as forms an integral part of the package—i.e., labeling in the broad sense of the term, including all wording on or directly connected with the package.

State Legislation Coming Up

In the State of Montana, a Food, Drug and Cosmetic Act, prohibiting adulteration and misbranding of foods, drugs, devices and cosmetics, is—at the time of going to press—awaiting the approval of the Governor, having been passed by the legislature.

Some 43 State legislatures are in session this year and almost every State has some legislation affecting packaging. The Uniform Food, Drug and Cosmetic Act has been introduced in Ohio, Montana and Colorado among others. Other States have bills proposing luxury taxes on cosmetics. These undoubtedly represent the first of a flood of bills designed to replace lost revenue sources.

Use of the Prescription Symbol

If the Food and Drug Administration follows through its indicated intention, manufacturers will find themselves unable any further to utilize the prescription symbol \mathcal{R} packages for patent medicines or drug items.

This would be in line with the indicated development of Food and Drug Administration activities. The FDA appears to be getting ready for a far stronger action in the enforcement of the Food and Drug Act than any yet seen to date. One such action is the recent FDA warning on cold preparations.

Redesign on a mass scale

(Continued from page 302)

Many factors are taken into consideration before a product is introduced. Primarily, each such product should represent a potential volume number, at an attractive retail, and show a very satisfactory gross profit. In order to substantiate sales possibilities, a careful market survey is made to determine the existing consumer demand. Then turnover of similar items, whether they be nationally advertised products or of a

like competitive nature, are accurately computed. If the sales possibilities are substantiated, then formula and quality are the next consideration and this may require many months of careful research.

The working formulae are then subjected to physical and chemical tests by analytical chemists to insure absolute compatibility. This experimentation requires the introduction of possible physical incompatibles, such as sunlight, violet and infra-red rays, special atmospheric conditions, etc., to determine the effect of the latter on the stability of the respective samples. The "time test," which consists of placing samples on the shelf for a reasonable period of time, is next considered as this may have some bearing on the working formulae. It takes months, perhaps a year or more, and countless samples before the perfect formula is developed.

The finished formula is then submitted to the Division Manager for further consideration and final approval. Frequently, the division manager distributes trial samples to typical consumers for reaction and comparison. All must be in agreement before the final formula is actually placed in production.

Special trade marks and trade names are searched and cleared through the Patent Office in Washington. After final approval is received from the Legal Department, then rough colored sketches are prepared and presented. The most appropriate design is selected and the finished art work is composed with all technical reproduction problems taken into consideration.

Two completely equipped analytical laboratories police the standards, quality and uniformity of manufactured preparations. These entirely separate control laboratories are known as the Whelan Manufacturing Control Laboratory and the Whelan Testing Laboratory. Each is fitted with the latest precision instruments for carefully testing products for conformity to the company's rigid specifications and recognized formulae standards set forth in the United States Pharmacopoeia and the National Formulary.

Upon completion of manufacture, a control sample is taken from every preparation compounded and this is turned over to the Manufacturing Control Laboratory for analysis. The sole responsibility of approving the product rests with the laboratory control chemist. Not until the analytical chemist tests, approves and certifies this by making out a written report of his findings, is the bulk placed into the filling and packaging machines for production of the finished product. Each batch analyzed is assigned a distinctive code marking, which appears on every label or container and corresponds to the approved assayed preparation.

The products are then shipped from this laboratory to the Testing Laboratory for another complete analysis. This second laboratory control must likewise substantiate specifications and formulae standards. Hence the use of the term "dual laboratory control," which in reality is an analytical "check and double check" of every laboratory product. Once again an analysis report is furnished by the chemist and if satisfactory, the entire order is released for shipment to the stores.



3 DIMENSIONAL MOLDED POINT OF SALE DISPLAYS

- Super-clean
- Brilliant colors
- Steel-cut appearance
- Exceptional effects

Their weight, feel and handle insure the advertiser that these pieces will

STAY UP IN THE STORE

where other materials costing up to several times as much are shown briefly and then thrown out.

Used by largest, nationally known firms. Mitten's Adverplaks sold exclusively in metropolitan New York area by

BRANSBY & HEWITT
1600 BROADWAY • NEW YORK CITY

Cut out this ad and pin to your letter head for a reprint of article appearing in *Modern Packaging*, June issue.



GOAT MACHINE FILLS

"Junket"

TOP AWARD PACKAGE

Except for the foil wrap, this sift-proof package, like the majority of one batch dessert products, is produced, filled and closed on a fully automatic compact

GOAT SATCHEL-BAG PACKAGING MACHINE

Our other special purpose packaging equipment includes

AUTOMATIC UNDER WEIGHT EJECTORS
NET OR GROSS WEIGHT FILLERS



THE FRED GOAT CO., INC.

Machinists • Engineers • Contractors

316 DEAN STREET, BROOKLYN, N. Y.

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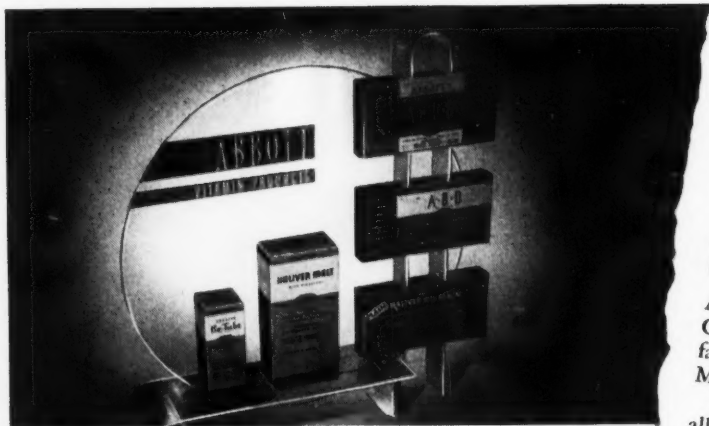
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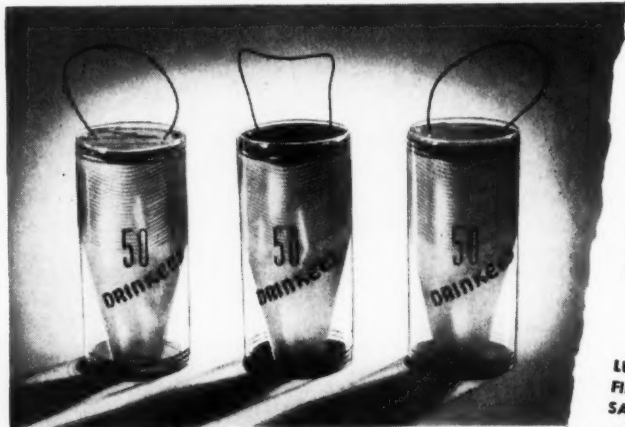
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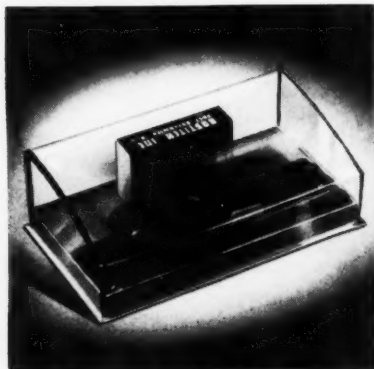
MODERN PACKAGING
BRESKIN PUBLISHING CORPORATION
CHANIN BUILDING • 122 E. 42nd St., New York, N. Y.



EYE-STOPPER AND SALES STARTER—Fluorescent Fibestos forms the shelf and curved upright of this display. This Monsanto Plastic has the unique quality of absorbing ultraviolet rays from surrounding daylight or artificial light, so that its edges glow brilliantly with a neon-like quality... automatically attracting attention to this display on crowded drug store counters. *Top Award* for Counter Displays, Manufacturer, Abbott Laboratories; Designer, Edward Blechta, Magill Weinsheimer Company; Fabricators, Colonial Kolonite Company; Processors, Magill Weinsheimer.



OPENED A NEW MARKET—Long familiar around the office water cooler but hitherto strangers to the home, Drinkee sanitary paper cups now hang in many a bathroom and kitchen where their containers of clear, rigid Vupak are quickly transformed into handy, low-cost dispensers! *Top Award* for Rigid Transparent Containers; Manufacturer, Connecticut Paper Products Company; Designers, E. L. Hurlbut, Knowlton Shaw, Jr., and Lawrence H. M. Vineburgh; Fabricators, the Shaw Box Company.



HOLIDAY SALES FOR OFFICE ITEM—Staplers are traditionally an office supply item, but this Christmas many a Bostitch stapler was sold as a gift—without a word from holiday-rushed clerks. These individual show-cases of Vupak let the product sell itself! *Honorable Mention* for Rigid Transparent Containers. Manufacturer, Bostitch, Incorporated. Designer and Fabricator, the Wallace Paper Box Company.



GIVES SILENT SALES TALK—At first glance this pan appears to be suspended in mid-air. Actually, it is supported in a slot in a sheet of clear, rigid Vupak. Curiosity, aroused by the "stopper" idea in this display, is converted into buying interest by the obvious and visible selling points of Mirro Sauce Pans. *Top Award*, Counter Displays. Manufacturer, Aluminum Goods Mfg. Co.; Designers, Fabricators, W. P. York, Inc.



PACKAGE HELPS EXPLAIN HIGHER PRICE—These new vitamin A capsules are much more potent—thus more expensive—than others already on the market. But thanks largely to this rich package with a base of molded Resinox, sales doubled advance estimates. *Top Award* for Plastic Containers. Manufacturer, Norwich Pharmacal Company; Designer, Frederic S. Grover; Molders, the American Insulator Company.

SPRINGBOARDS FOR IDEAS!

These Award Winners in Monsanto Plastics and Vupak Suggest Possibilities for You!

Another All-American Packaging Awards Competition! Another array of awards to fabricators, molders and manufacturers, using Monsanto Plastics and Vupak!

Here they are... two packages which literally won new markets for their contents... a display that gets instant attention in a new way on crowded counters... another display that tells a complete selling story with Vupak, the product itself, and less than twenty words... and a plastics package that helped a new product double advance sales estimates! To the designers and fabricators of these winners—congratulations! To the manufacturers of the winning products—more sales! And to all others interested in sales-winning packages and displays—a suggestion: very possibly one of the versatile family of Monsanto Plastics can help you, too, solve a selling problem! Inquire: MONSANTO CHEMICAL COMPANY, Plastics Division, Springfield, Massachusetts. District Offices: New York, Chicago, Detroit, St. Louis, Birmingham, San Francisco, Los Angeles, Montreal.

The Family of Six Monsanto Plastics

(Trade names designate Monsanto's exclusive formulations of these basic plastic materials)

LUSTRON (polystyrene) • OPALON (cast phenolic resin)
FIBESTOS (cellulose acetate) • NITRON (cellulose nitrate)
SAFLEX (vinyl acetal) • RESINOX (phenolic compounds)

Sheets • Rods • Tubes • Castings • Molding Compounds
Vupak Rigid Transparent Packaging Materials

MONSANTO PLASTICS
SERVING INDUSTRY... WHICH SERVES MANKIND



Norwich Pharmaceutical Company "One-A-Week" package. Winner of Major Award in Annual All-America Packaging Competition. Durez plastic base forms sparkling background for attractive display of vitamin capsules. Vitamin package molded by American Insulator Corporation.



Williams Shave Stick. Honorable Mention winner in Annual All-America Packaging Competition. Colorful, waterproof Durez container gives an old favorite new "buy-appearance." Molded by Colt's Patent Firearms Manufacturing Company.

They picked DUREZ

...AND PICKED A WINNER!

AWARDS to molded Durez packages are more than annual honors—they are daily events. For Durez through the years has been helping hundreds of manufacturers win the greatest prize of all—increased sales.

So these latest honors simply lend new emphasis to the old story: You want to give your package snap and sparkle that makes the buyer itch to own it. You want to give it utility that lengthens its service life and protects your product. You want to make it easy to produce, to save time or money, or both. You simply select Durez for your package—and get them all!

You may not care much about winning prizes—but you do want to win customers. Design your next package in Durez—and join the hundreds of modern merchandisers who are winning millions of buyers all over the country!

DUREZ PLASTICS & CHEMICALS, INC.
203 Walck Road North Tonawanda, N. Y.

Learn what Durez is doing for others—How Durez plastics have helped many leading manufacturers make better products and boost sales is told in a new booklet, "It's a New Business Custom." It's good reading—and you may find it valuable reading. A copy is yours for the asking.



DUREZ PLASTICS & CHEMICALS, INC.
PLASTICS THAT FIT THE JOB



FOR as many years as the All-America has been held, Shellmar packages have been consistent award-winners. During the same years, Shellmar packages have consistently won for their users the award of consumer preference—expressed in larger sales—in the stern competition of daily appearance on the counters and shelves of thousands of retail stores. ★ *Every package* designed and produced by Shellmar has in it the qualities of which prize-winners are made. Putting your product in a Shellmar package means putting it in line for “awards” in the shape of efficient protection, economical production and larger, faster sales.

TOP AWARD—Opaque Wrapper Group
Printed “Cellophane” wrapper for Household Papers of the Badger Paper Mills, Peshtigo, Wis.

TOP AWARD—Transparent Wrapper Group
Printed “Cellophane” wrapper for “Brownie” Brooms, product of the Deshler Broom Co., Deshler, Neb.

TOP AWARD—Family Package Line
Heat-sealed Pliofilm pouch for Dried and Glace Fruits produced by Cresca Company, Inc.

TOP AWARD—Setup Paper Box Group
Laminated box, with “window” for Cannon Percule Pillow Cases, by Cannon Mills, Inc.

HONORABLE MENTION—Transparent Wrappers
Printed “Cellophane” Bag for DeLuxe Steering Wheel Covers, product of Lipschultz Bros. Co., St. Paul, Minn.

HONORABLE MENTION—Transparent Wrappers
Printed Roll “Cellophane” for sample container for Boraxo, product of Pacific Coast Borax Co.



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